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Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

VOLUME XXIX. APRIL, 1915. NUMBER 4.

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DETROIT, MICH.

SINGLE COPIES TEN CENTS

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Try It 10 Days At Our Risk

Cream Whipper Furnished If Wanted

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$12.50 Nickel

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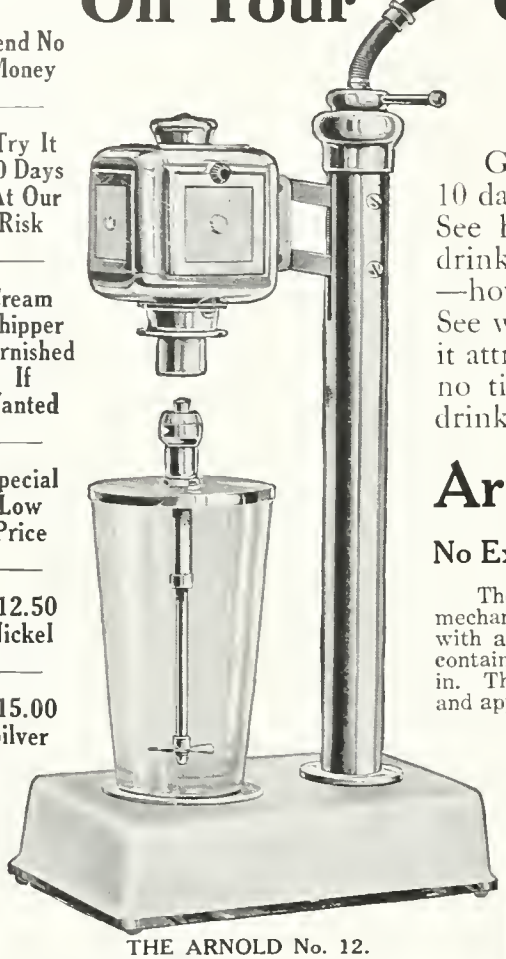

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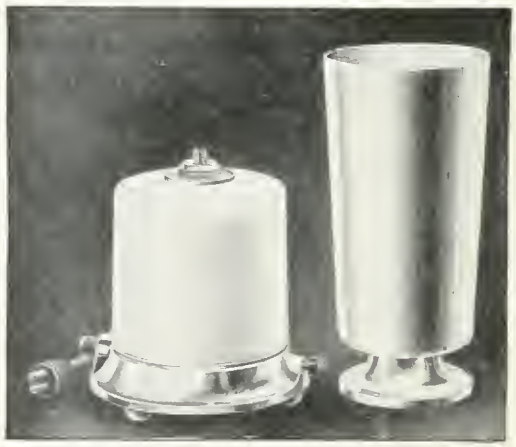

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Racine, Wis.

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BED AND DOUCHE PAN

THE MOST COMFORTABLE AND SANITARY BED PAN IN THE WORLD

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It is the MOST COMFORTABLE Bed Pan
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Illustrating and describing
the most complete line of

DECORATED TIN BOXES

for dispensing purposes ever offered

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Boxes for every requirement
of the Modern Drug Store.

A complete supply of all styles and
kinds kept in stock.

American Stopper Company,

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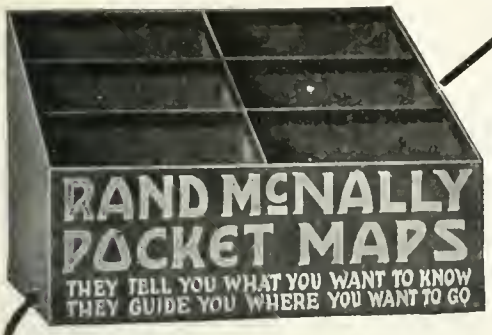


Rand McNally Pocket Maps

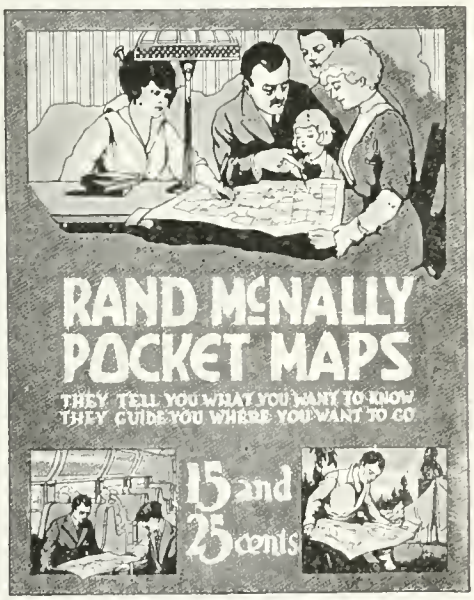
An Offer You Can't Afford to Miss!

We are so sure that the Rand McNally Pocket Maps will sell in your store that we are willing to assume all expenses. We will send you a $2.00 assortment without any cost to yourself. Take a look at it. If you like it, keep it—if not, ship it back to us at our expense. **Don't pay us a cent!**

A DISPLAY CASE—FREE!

With this assortment we will give you a neat and compact fibre board display case which holds from 25 to 50 Pocket Maps. This case is illustrated by the cut at the top of the page. Size 10x6½x6 inches. It doesn't take up as much counter space as a magazine.

We are also giving away some very attractive metal signs, card hangers and posters which are sure to bring business to your store. The illustration to the right is a fac-simile of the colored posters. They are printed in 7 colors, size 11x14 inches, and represent the best work of the well-known artist, Karl Baer.



THE RAND McNALLY POCKET MAPS

are published in two editions selling at 25c. and 15c. each. They cost you $1.80 and $1.08 per dozen, respectively. But it doesn't cost a penny to LOOK AT THEM and try them out. If you like them and decide to keep them it only means an outlay of $2.00. You will make a quick turnover and 66⅔% profit on the maps alone, and you will still own the display case and other novelties.

Fill out the attached coupon at once, and mail it back to us to-day. Don't fail to give us the name of your jobber.

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540 S. Clark St., Chicago, Ill.

Without any obligation to myself, you may send me, all charges prepaid, a $2.00 assortment of Pocket Maps which you think will sell in my store. When this assortment reaches me, together with the free display case, metal sign and posters, I will examine them. If I like them I will keep them and pay you $2.00 for the entire lot. If I do not want them I will return them to you **at your expense** within 10 days, and will owe you nothing.

NAME.....

TOWN.....STATE.....

MY JOBBER IS..... (Name)

.....(Town).....(State)

NOTE: *With orders amounting to $3 or more, net, we give an elegant mahogany finish wood case—same style as above. If you prefer this case to a fibre one, just change the coupon to read $3 instead of $2.*

OUR NEW CONSTRUCTION:---THE FIXTURE WITH THE "SUNKEN STEEL SOCKET"
THERE ARE NO SCREWS SCREWING INTO WOOD

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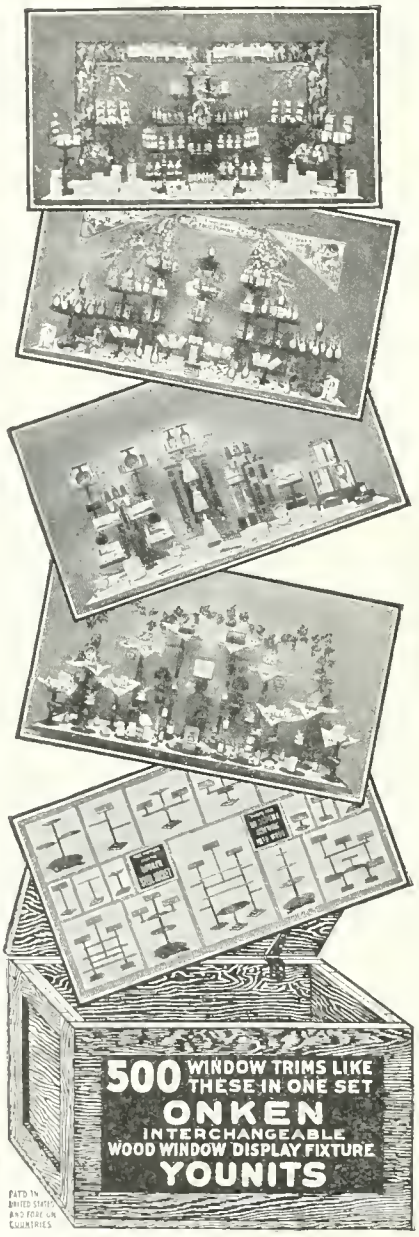
Many Sales are made from the Sidewalk.

This particular set of Interchangeable Window Fixtures will make the finest of Window Trims—will display your merchandise to a "Selling Point," will give you snappy trims which will attract local and transient trade. This set affords quick and frequent changes.



The Storage Chest. The 152 YOUNITS that make up this set are put up in A HARDWOOD, HINGED LID STORAGE CHEST (oiled finish). A good place to keep any part of the set that is not being used.

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Stock is carried in Cincinnati, New York and San Francisco. Atlantic coast trade supplied from New York. Pacific coast from San Francisco.

Price for the Full Set No. 105 **$25.00 NET**

F. O. B. Cincinnati, New York and San Francisco
Order thru your JOBBER or DIRECT.

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211 W. 4th St., Cincinnati, O., U. S. A.

Quick Shipments. Address All Correspondence to Cincinnati.
Send for Younit Catalog. Stock is also carried in Canada, England and Australia.

Stock Carried in Cincinnati, New York and San Francisco, Canada, England and Australia.

We want to hear from everybody who is thinking about installing a new soda fountain. Many of you are just waiting for the right proposition. We have it. Will you not write us at once?

Our Motto: "Keep Quality Up and Prices Down"

A decision made next fall will not help your bank account *this* summer

Lowest Prices---Easiest Terms of Payment.

AMERICAN SODA FOUNTAIN CO.

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248 West 23d St. New York City, N.Y. | 44 West Mitchell St. Atlanta, Ga. | 1211 Arch St. Philadelphia, Pa. | 1105 Commerce St. Dallas, Texas. | 730 Mission St. San Francisco, Cal. | 2023 S. Clark St. Chicago, Ill.

GET IN LINE WITH THE UP-TO-DATE DISPENSERS.

MAPLE COMPORT

Equipment is the only sanitary, economical service that is used once and thrown away.

Its use has led many dispensers to better methods and GREATER PROFITS.

MAPLE COMPORT equipment consists of an attractive silver holder into which sanitary dishes are slipped for service. The dishes are made from one piece of genuine sugar maple. They are unique, attractive, absolutely sanitary and are so shaped as best to display the dessert. Let us tell you how to save money and make money by using

MAPLE COMPORT EQUIPMENT.

"Our patrons often speak about it and commend us for its use." writes the Jacobs Pharmacy Co., operating eleven stores in Atlanta, Ga.

North, South, East and West, the big progressive soda shop men are using Maple Comports.

Our free helps make business boom.

Ask

The Oval Wood Dish Co.,

NEW YORK DELTA, OHIO
NEW ORLEANS

Jobbers all over North America.

If asperin was all you sold in summer you'd go broke in a month. On the other hand—

Vulcan Film
Argo Paper
and
Defender Photo Supplies

means a department of reliable camera and kodak supplies which repeat the year round. Then, too —the liberal dealer's discount on our line breeds greater profits and you know from experience that it's the repeating line that pays the rent.

Your Store is the Logical Place for Our Supplies

and once you let us install a photographic supply department for you, your store is going to attract new customers—customers who will come back.

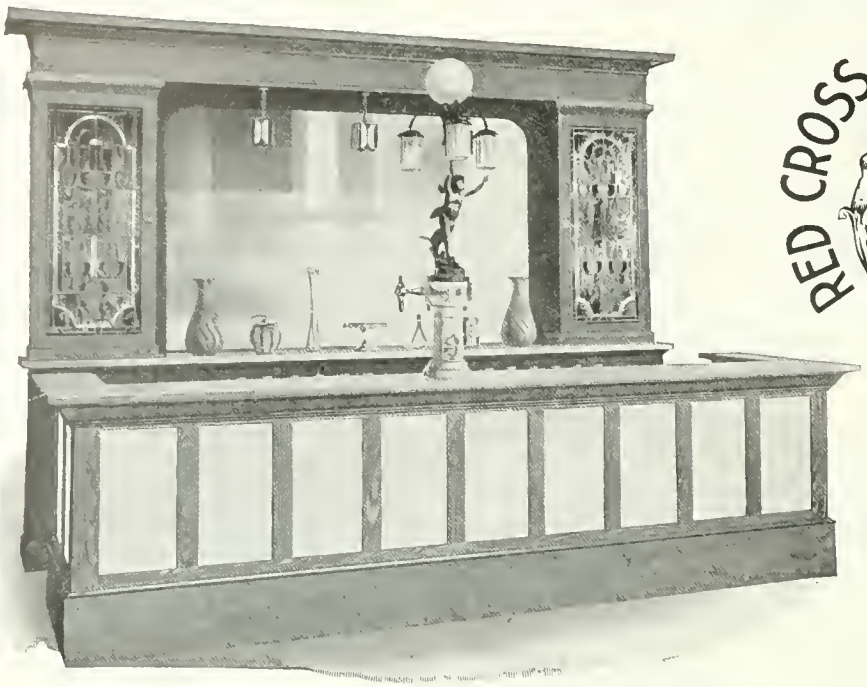
This Month We Observe Our 20th Birthday

It is more than a mere anniversary to us—because it represents continued efforts to co-operate with our dealers and the success only possible in dependable service to our customers. During this time we have learned much by experience. We have added to our knowledge of wholesale and retail merchandising and it is this sort of co-operation and service which becomes yours when you link your store with our organization.

Our Initial Plan A will start a photographic department in your store. Let's get together to our mutual advantage and be ready for the summer trade. Write now for Initial Plan A—right here on the margin of the page—no obligation whatever.

Defender Photo Supply Company, Inc.

ARGO PARK ROCHESTER, NEW YORK



RED CROSS ICELESS FOUNTAINS

Standard of the World

Illustration is of the DE SOTO BACK-BAR with Opal-Onyx Beauty Counter, 12 foot.

LET YOUR INCREASED PROFITS PAY FOR A NEW RED CROSS FOUNTAIN

THE purchase of a New Red Cross Soda Fountain is **not** an expense, it's an investment—an investment that will yield unusually big dividends. A Red Cross Fountain will attract and bring the people to your store, and its inviting and sanitary appearance will **make them buy** and **come again.** This means **more sales** and **bigger profits** in **all departments,** and the bigger profits will pay for your new fountain—as they have in hundreds of cases.

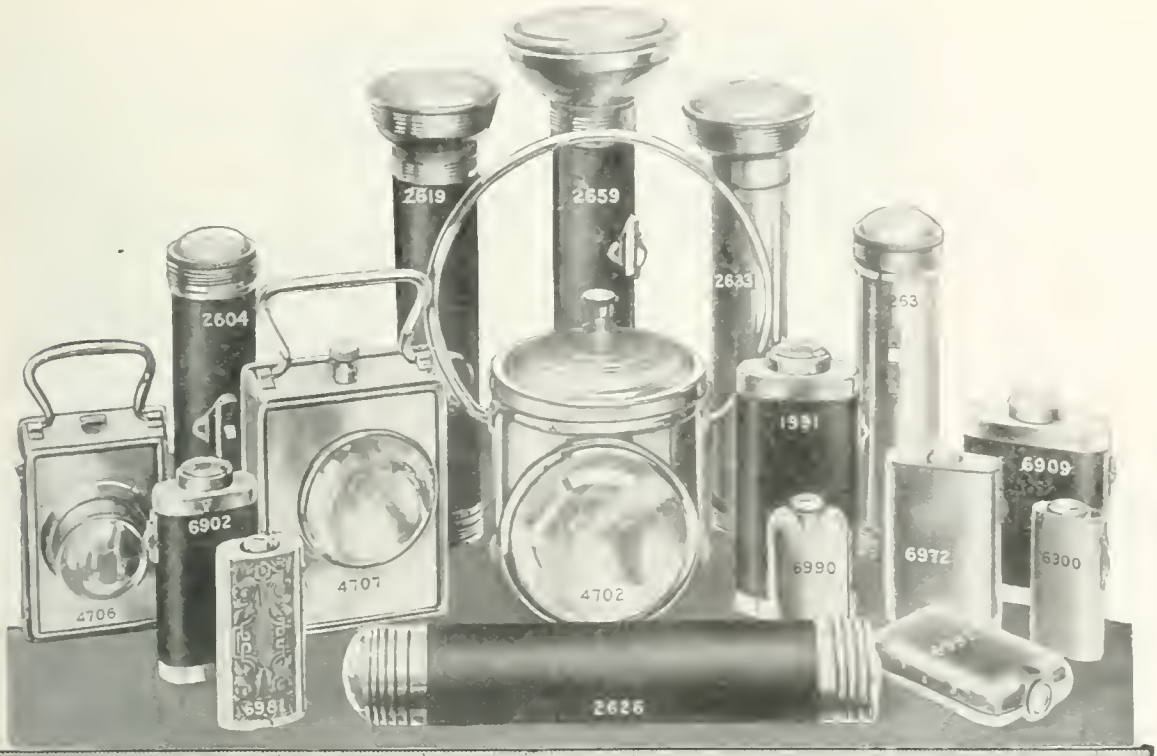
The Most Beautiful and Serviceable, and Most Comprehensive Line of Soda Fountains ever offered, can justly be said of the new 1915 Red Cross Models. To the many exclusive features which have made the Red Cross Fountains so efficient in the past have been added many new improvements for 1915, which truly make the Red Cross Iceless Soda Fountain "Standard of the world." The Red Cross is the **Original Iceless** Fountain.

Send for Your Copy of the beautiful new catalog, describing Red Cross Fountains, Eureka Carbonators, etc. The beautiful Red Cross models are illustrated, and their particular points of merit described. Write your name and address at the bottom of this page, detach, and mail it today.

We have a salesman in your vicinity, working direct from headquarters. He will gladly explain the Red Cross proposition, and the many new Red Cross ideas. This will not obligate you in any way. Return the coupon today, while you think of it.

THE BISHOP-BABCOCK-BECKER COMPANY

GENERAL OFFICE, CLEVELAND, O.—Please send me Complete information regarding ☐"Red Cross" Fountains; ☐"Eureka Carbonators; ☐Opal Onyx Humigars; ☐ Luncheonettes; ☐Blue Book of Soda Fountain Sundries, advertised in April Bulletin nf Pharmacy." Write Name and Address below.



Hundreds of Thousands of Dollars

will be made this year by wideawake druggists on EVEREADY Flashlights, Tungsten Batteries and Mazda Lamps. Over 4,000 Dealers have written in for our proposition in connection with our big national advertising campaign, which includes advertisements in—

The Saturday Evening Post, 11 Women's Magazines, 7 Sporting Journals, 32 Farm Papers, 4 Boys', Nurses and Medical Journals.

Are you awake to this profit-making proposition?

We are just entering upon a new development of our business which will put flashlights into every home in the country. Are you going to wait until some other Dealer has an established trade on EVEREADY Flashlights, Tungsten Batteries, and Mazda Lamps before you put them in, or are you going to be the first in your neighborhood to feature these fast-selling, **satisfaction-guaranteed** goods?

Every time you sell an EVEREADY Flashlight, you create a constantly repeating demand for EVEREADY Tungsten Batteries and Mazda Lamps to keep the Flashlight operating.

It pays to push goods like these, especially when they are guaranteed by the largest flashlight manufacturer in the world, and are extensively advertised nationally.

LET US PROVE IT!

Tear off and send the coupon asking for Special Proposition and catalogue giving complete list of goods, prices and discounts—figure your profits yourself.

Kindly send your Special proposition and Catalogue No. 23 giving prices and complete list of goods.

Name.....

Street and Address.....

.....

City.....

State.....

Jobber.....

AMERICAN EVER READY WORKS,
Long Island City, New York.

American Ever Ready Works

of National Carbon Company

Long Island City New York

BRANCHES: Chicago New Orleans San Francisco

Approved

WHENEVER manufacturing chemists have assayed our Metallic Bismuth, they have found its standard of purity and refinement equal to or better than either Saxon, English or Bolivian Bismuth.

BISMUTH
U·S·M·R·CO
MADE IN U.S.A.
Highest Purity—Arsenic Free

By using (USMRCO) brand the cost of making (U. S. P.) subnitrate and other Bismuth salts is materially decreased. We supply more than one-half the requirements of the American market and the standard of quality and purity always is guaranteed *uniform.*

Manufacturing Chemists and Manufacturers of Pharmaceutical Preparations will find that Bismuth Subnitrate and other Bismuth salts made from (USMRCO) brand Metallic Bismuth easily pass (U. S. P.) standards.

UNITED STATES METALS REFINING COMPANY

42 Broadway, New York.

PICTURE OF $50 SENECA DEPARTMENT
Selling Price $76.76. Your Profit $26.76.
Additional 2% cash 10 days.

Every Druggist Who Puts in this Seneca Department will cash in on our National Advertising.

Starting March 27th with ¼ page in the **Saturday Evening Post** we will use a list of National publications thru the season. **Read this—it's different.** Last year our National advertising got us this letter from New York City. The hardest place in the world to produce results.

SENECA CAMERA MFG. CO., 109 Fulton St., New York
Rochester, New York

Gentlemen:—I wish to congratulate you on your campaign of advertising that you have been doing for the past year and how it has boomed up business. We have more customers come in who ask for Seneca Cameras than ever before, in fact your advertising has been the means of making the sales very easy and there is a continuous call for catalogues. Keep up the good work and it will make money for both you and your dealers.

Yours very truly,
NEW YORK CAMERA EXCHANGE,
J. H. Andrews, Prop.

Practically every buying family that can read English in your town will have a Seneca advertisement on their table. We refer every direct inquiry from his locality to the local Seneca Dealer. We furnish free advertising matter of all kinds to every Seneca Dealer in order that he may tie up his store to the Seneca Campaign.

Every Seneca Dealer will cash in. It's no experiment, we have facts and figures.

SENECA CAMERA MFG. CO., Rochester, N. Y.

Send Dealers' Advertisement and facts about $50 assortment.

Name.....

Address.....

B P 4

THESE SALES IDEAS on this page were given us by 27 Seneca Dealers. Men who sell Seneca Cameras over the counter and see things from your view-point. We will send you their signed statements when you send in the coupon. Read the boiled down facts first. They all agree that

Seneca Cameras

Roll Film, Paper and Supplies are the best side-line the Druggist can handle.

Any clerk can sell Senecas, not only because they are simple to operate and explain, but because they have so many special features to make picture taking easy and sure.

The line is complete; you can sell your customer just what he wants, be it a Scout at $2.00, a Folding Scout at $8.00, or a Roll Film Seneca from $12.00 to as an expensive and as well equipped an outfit as any man can desire.

When you sell a Seneca you not only satisfy your customer but also **make about 35% profit.** That's a big profit on an easy selling side-line—and remember the profit on the camera is only a starter—the customer will come back for supplies. Read what our national advertising did last year to help the original sale.

Every Seneca, no matter what the price, is sold under the guarantee of **Money Back if not Satisfactory.** That's the kind of a sale that makes satisfied customers, makes them want to come back to your store for camera supplies and everything else they use which you carry. That's the only kind of sale you can afford to make.

Seneca Dealers find Seneca Co-operation real constructive sales help because we feel that the Seneca Dealers and the Seneca Mfg. Company are just one big family interested in the same thing, viz., an honest profit from honest merchandise. So we are bound to satisfy our dealers. We don't believe in asking you to carry too big a stock.

Put in a $50.00 Assortment

And order special numbers from the catalogue as wanted. Of course you will be allowed our dealers' discount on subsequent orders large or small.

We take pride in shipping every order promptly and packing it so that it will reach you in A-1 condition. You will not find any red tape in dealing with us.

Send in the Coupon

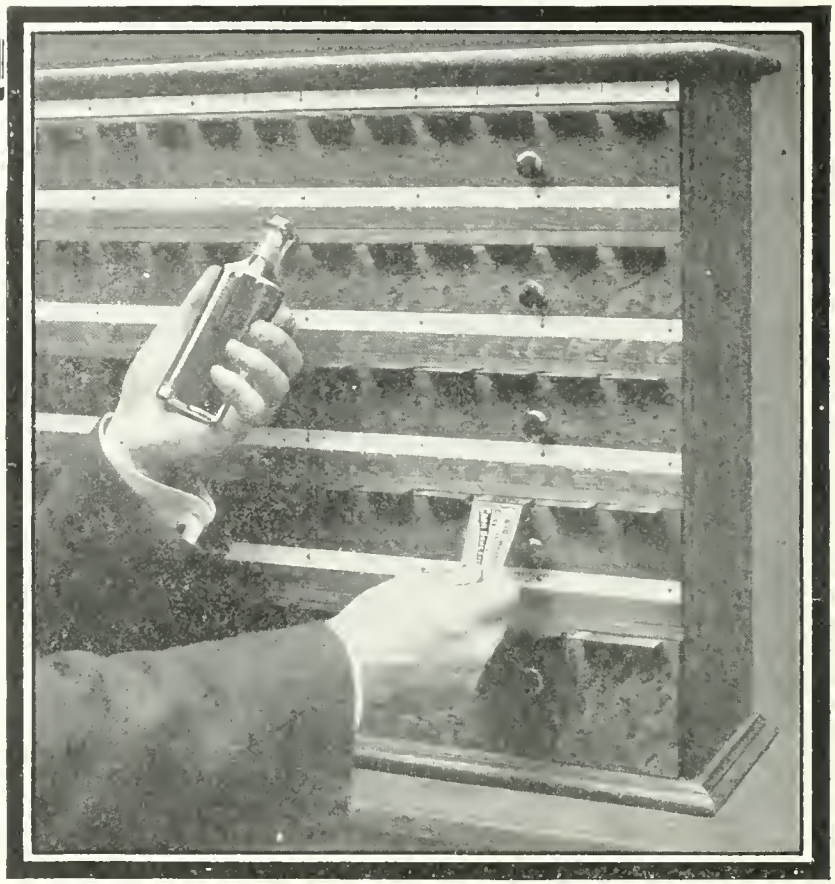
or better still write us to send you the $50 Assortment at once. So that you can immediately start making your share of the goodly Camera Profits.

Dealers everywhere have found A Seneca Agency a real asset to their store. It will pay you to send the coupon and your order to-day.

Seneca Camera Mfg. Company

303 State Street, Rochester, N. Y.

A label always ready—
Always the right label—
Always a clean label.



THESE advantages make the McCourt Roll Label Cabinet the neatest, the quickest, the safest, the most economical labeling system in the world.

The McCourt Label System

gives you the label you want instantly. A simple motion of one hand withdraws and cuts it off. No annoyance from labels being mixed or stuck together. No mussy or unsightly labels. They are always clean, fresh and attractive.

The materials used in making McCourt Labels are of exceptional quality. The paper is imported from Scotland. The gumming is of dextrine, which is strongly adhesive on glass and contains no harmful or unpleasant ingredients.

25% to 40% Less in Cost.

The highly specialized printing and cutting machinery of the McCourt Factory enables it to produce the highest quality roll labels at prices 25% to 40% less than can be secured on flat labels.

McCourt Label Cabinets come in a wide variety of sizes, providing for any number of shop and prescription labels desired.

You will be interested in our booklet on the advantages and economies of the McCourt Label System. Write for a copy. Tell us about your label difficulties. Our wide experience fits us to give expert advice on such problems.

A special pill and powder box service is provided exclusively to users of the McCourt Label System. Ask us about it.

500 New Harrison Law Labels FREE

Under the new Harrison Federal Law, effective March 1st, 1915, prescriptions for opium and all drugs of that nature should bear a label reading: **"Under the Harrison Law, effective March 1st, 1915, this prescription can be refilled only by obtaining a new prescription from your physician."**

500 of these labels in roll form, printed in two colors, will be sent absolutely without cost to all druggists who will ask for them.

When writing say whether or not you have a McCourt cabinet. If so the label can be used in a strip label compartment.

If you haven't a cabinet we will send perforated labels, in roll form, in a neat little case from which they can be drawn for immediate use.

SEND FOR YOURS TO-DAY.

McCourt Label Cabinet Company,

47 Bennett St., • • BRADFORD, PA.

IN ALL THE WORLD there is no other thumb that can make this print. There may be thumbs that look like it—but there's no thumb that can make the same *impression.*

In all the world there is no beverage that can successfully imitate

Coca-Cola

TRADE MARK REGISTERED

There may be beverages that are made to look like it—but there is no beverage that can make the same delightful *impression* on the palate.

Whenever you see an Arrow, think of Coca-Cola

Heavy COCA-COLA advertising this year—of course.

That's our part—to spend our money to stimulate your sales. **Serve the genuine COCA-COLA**, whether asked for by full name or nickname. Do this—serve it properly and you will guarantee to yourself the holding and increasing of your soda-fountain trade.

That's your part—to reap your profits on our expenditure by properly serving the demand that we stimulate.

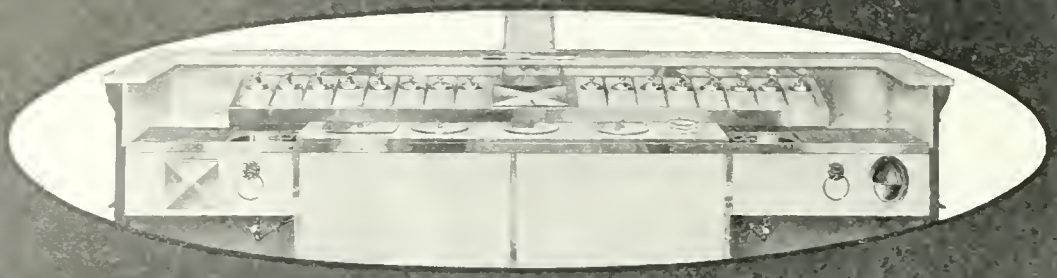
THE COCA-COLA COMPANY - Atlanta, Ga.

1-D

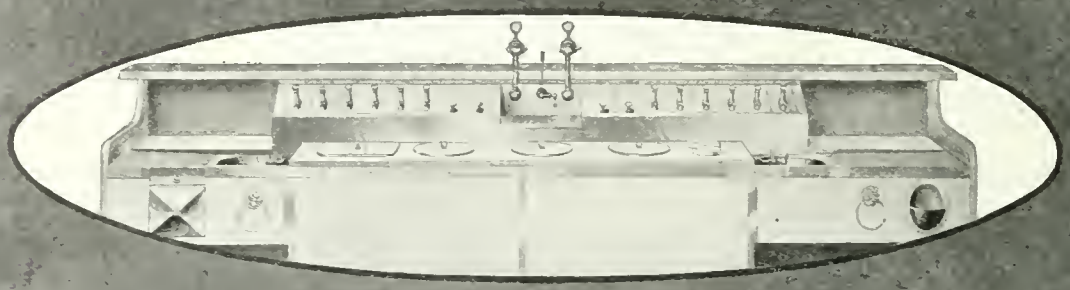
Walrus Quality Unsurpassed

Our 1915 Manual fully explains

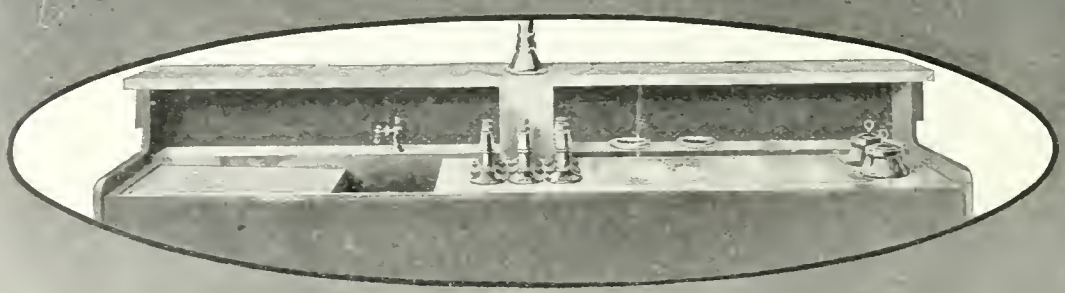
Walrus Quality Unsurpassed



Walrus Eitherway Construction has no equal. Costs no more. No other make of soda dispensing apparatus nearly approaches it



Walrus Commoner Construction is like all others are offering only we make it better and sell it for less



Walrus Wonder Construction is far ahead of anything in its class. Made for the merchant who requires a good but inexpensive soda fountain

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS
Largest builders and distributors of high class soda fountains thru jobbers. Agencies in all principal cities
LUNCHEONETTES CARBONATORS ICE CREAM CABINETS STORE FIXTURES

DETROIT—Michigan Drug Co. • GRAND RAPIDS—Hazeltine & Perkins Drug Co. FORT WAYNE—Fort Wayne Drug Co.

Walrus Quality Unsurpassed

Send for Big Illustrated Catalog

Walrus Quality Unsurpassed

WALRUS UNIT-SECTIONAL
DRUG STORE
FIXTURES

A COMPLETE SET FOR $675.00

(Soda Fountain and Furniture Not Included)

Terms, $25.00 Per Month, with Small Fractional Advance Payments

SPECIAL DISCOUNT FOR CASH

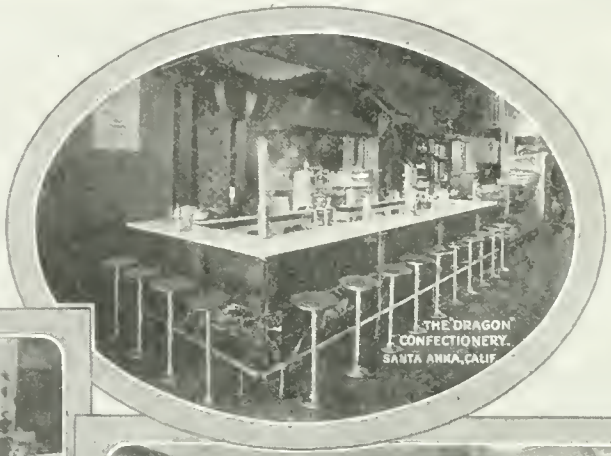
EXCEPTIONAL QUALITY AND CONSTRUCTION
LARGE QUANTITY PRODUCTION ENABLES US TO DO THIS

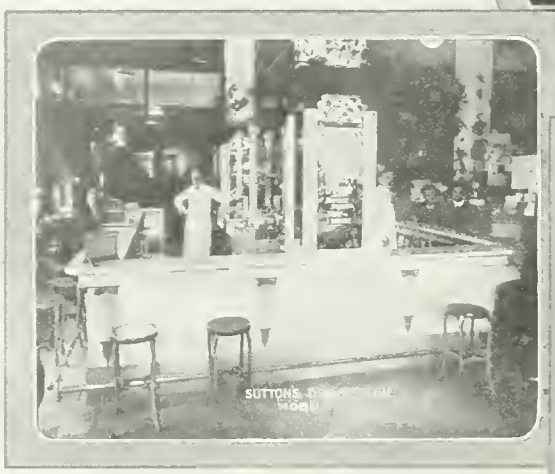
WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS
Largest builders and distributors of high grade soda fountains thru jobbers
Representatives in All Principal Cities

MILWAUKEE—Yahr & Lange Drug Co. BUFFALO—Henry J. Walz Co. COLUMBUS—The Orr, Brown & Price Co.

FRUITS and SYRUPS — Automatic Carbonators

More Liquids





"More Liquids" are being shipped every week. We have Stock Fountains for Immediate shipment.

Ask for 1915 Soda Fountain Supply Catalog or Soda Fountain Booklet

Chicago
New York
Boston
Pittsburg
Atlanta
Cincinnati
Memphis

"The Liquid" Carbonic Company

Kansas City
St. Louis
Milwaukee
Dallas
Minneapolis
Los Angeles

THE LARGEST SODA FOUNTAIN FACTORY IN THE WORLD

HOT SODA SUPPLIES — Carbonic Acid Gas.

Figure this Profit Problem Out for Yourself— Today—Right Now!

DON'T be blinded by foolish prejudice against any proposition that offers profit possibilities! Don't take the word of others—get out your pencil and paper and **figure it out for yourself.** That's all any fair-minded firm can ask—and it's all we ask you to do on

Magazines and Other Periodicals.

Here's just one of their best features—**you turn your capital from 12 to 52 times every year.** Figure that out—be sure you grasp just what it means. Then if that one feature doesn't make you sign and mail the attached coupon for **full particulars**—well—it must, that's all, **if you have your own interests at heart.**

Mail the coupon—to-day—and see how quick you will get returns.

The American News Company

9-15 PARK PLACE
NEW YORK

The American News Company
NEW YORK

Please send me Price List and Full Particulars in regard to installing a Profit-paying News Department.

Name.....

Address.....

B. P.

Use the Ad in Adversity To Promote Prosperity

The European War is no longer a disturbing element in the carrying on of American commerce. We are again talking BUSINESS instead of WAR. On every hand we see increasing evidence of returning prosperity.

In order to gain your share of the increased demand for necessities and luxuries you must do some sound, sensible advertising.

The Manning Advertising Service

contains copy for every form of advertising which the busy druggist is apt to need: **Newspaper Ads, Booklets, Circulars, Folders, Blotters, Mailing Cards, Counter Slips, Circular Letters, Signs, Mail Order Ads, Illustrated Window Displays and Picture Slide Advertising.** The Service is helping thousands of druggists toward success. We print herewith another of the "Little Stories of Success."

Gentlemen:

We are perfeetly satisfied with your Monthly Advertising Service and think it well worth the price. No druggist should hesitate in obtaining your Service, for if he uses your advertising judiciously he is bound to get lasting and gratifying results.

Mobile, Ala. *STAR DRUG CO.*

IF YOU HAVEN'T RECEIVED ONE OF OUR LITTLE BOOKLETS "THAT'S WHAT THEY ALL SAY"—ASK FOR A COPY TO-DAY

Complete Advertising Service

Only $1.00 A Month

We are enabled to make you the cheap rate of $1.00 a month because we furnish the same Service to a large number of other druggists. The same amount of material, if prepared by an expert ad writer for your Exclusive Use, would cost you not less than $50.00 a month.

Don't let our service get on your competitor's pay-roll.

We Serve You Only

Our Service is supplied Exclusively to one Druggist in a locality. As all material furnished by us is copyrighted and as clients are limited to one in each locality, there is no chance of work prepared by us being duplicated by your competitors.

You can secure the Exclusive Use of the Manning Advertising Service for your town, if you act NOW.

Tear off here and mail to-day.

ORDER

Manning Advertising Service,
St. Louis, Missouri.

Date,..... 1915.

If you have no client in this locality, please enter my/our order for the Exclusive Use of the Manning Monthly Advertising Service for this locality for ONE YEAR and monthly thereafter until notified to discontinue. For this service I/we agree to pay you at the rate of One Dollar ($1.00) a month, payable quarterly. Please start the Service with the ( ) issue.

STATE MONTH

NAME STREET

TOWN STATE

NOTE: Discount for Payments in Advance 5% for 6 Mos.—10% for 12 Mos.

This Famous Oliver
Made for Druggists and Doctors

Save $48.00

Save $48.00 on This Great Typewriter.

This Druggist's model of the famous Oliver No. 5 for only 13 cents a day. We have supplied these machines to more than 2,000 Druggists and Doctors.

We sell direct to the user without salesmen, saving in this manner $48.00, which is deducted from the catalog price.

Built For Druggists and Doctors.

The Oliver Typewriter has always been the most popular with druggists, doctors and medical men generally. It has all the advantages of any $100 typewriter, and the machine we will ship you has two special advantages. Its special paper fingers make it easy to type prescriptions and labels, and it has four special medical symbols that are most commonly used.

Each machine is guaranteed against defect of material or workmanship for 20 years.

Prints These Symbols

℞ ℥ ℨ ℈

You Read As You Write.

On the Druggist's Oliver each letter is in plain view as printed. This makes typewriting easy for beginners.

One who had never seen a typewriter could learn to operate this simple machine with ten minutes' instruction from the book supplied with the machine.

Don't waste your money on an old-style blind typewriter—that is, one that prints from underneath with an upward stroke of the type-bar instead of a downward stroke, necessitating the raising of the carriage to inspect the printing each time.

This style of machine is now obsolete; they have no financial value—they are in exactly the same class as a ten-year-old one-cylinder automobile with a step and entrance door in the back.

These machines are not bargains at any price or any terms.

Most Attractive Offer.

Over 2,000 Druggists and Doctors ordered and bought Olivers from us because we make unusual inducements. We offer a proposition that is utterly impossible to any Distributor selling through salesmen.

No. 5 OLIVER

Take All The Time You Need.

Our purpose is to make it so easy to own one of these typewriters that practically every Druggist and Doctor will have one.

Our offer is more than fair. We place one of these splendid machines in your office on approval.

Positively No Money Down.

No C. O. D.—No references required; we employ no salesmen, no collectors, no mortgages, no red tape. You simply give us permission to place the typewriter in your office on trial. If you decide to keep it send us $4. You can have 13 months to pay the balance if you like.

If you need extra time simply ask for it.

Total Price You Pay For Everything Only $56.

We make the assertion without fear of contradiction that this is a lower price than can be obtained on a typewriter of equal quality through any other source.

Authorized Distributors.

We are the sole authorized distributors of the Famous Model No. 5 Oliver, which in our judgment is the best machine for your purpose that the market affords.

Mail coupon to us to-day and the typewriter will be in your possession in a very few days for examination.

Typewriters Distributing Syndicate,
166-83B North Michigan Boulevard,
CHICAGO, ILL.

TRIAL ORDER COUPON.

Typewriters Distributing Syndicate, Date.....
166-83B North Michigan Blvd., Chicago.

Gentlemen: You may send me a No. 5 Druggist's Oliver Typewriter on trial.

If the typewriter is entirely satisfactory and I decide to keep it, I agree to send you $4.00 within five days from date of delivery as full payment for one month's rental, and $4.00 each month thereafter that I keep the typewriter.

When I have paid you $48.00 in this manner, the typewriter is to become mine. Until then the title to remain in you.

It is understood that if for any reason I wish to return the typewriter during the life of this contract, I am under no obligation to pay anything except the $4.00 a month for the use of the machine for the time which I keep it.

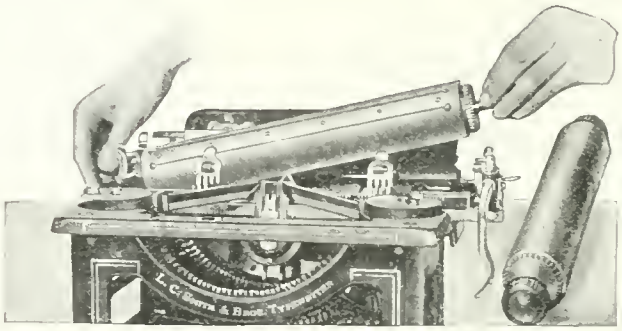
Otherwise I agree to notify you within five days that I do not want it, and will then repack it carefully and will hold it until I receive your shipping instructions, which I will follow promptly.

NAME _____

ADDRESS _____

(287)

Platen Changed in an instant



Inserting The Card Platen

Because the platens are interchangeable, the same L. C. Smith & Bros. Typewriter can be used for general correspondence, heavy card or label writing and manifolding.

To meet the contingencies that arise, there are the soft, medium and hard rubber platens, the card and label-writing platens, and the brass platen on which over twenty (20) carbon copies can be made. The operator can change from one to the other in a few seconds.

A new platen can be ordered by mail or express, when necessary, without losing the use of the typewriter.

ASK FOR A DEMONSTRATION

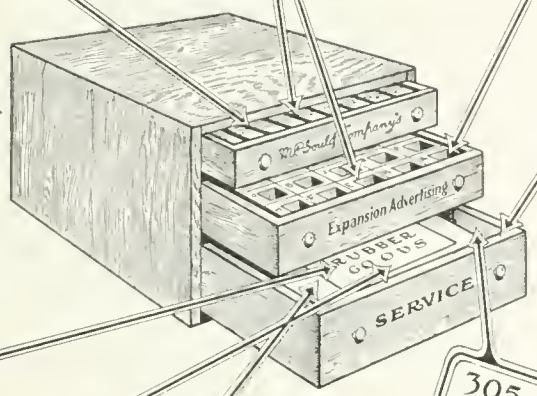
L. C. SMITH & BROS. TYPEWRITER COMPANY

Home Office and Factory - SYRACUSE, N. Y.

Branches in All Principal Cities

The most wonderful-the most economic-the greatest SPACE SAVING advertising and CUT SERVICE ever supplied to any trade.

A Brand New Invention


129 Indestructible SOLID METAL ARTICLE CUTS
1209 Indestructible SOLID METAL Combination Illustrated Headline and Article CUTS
16 Indestructible SOLID METAL Illustrated Headline CUTS
Handsomely finished 3 Drawer Solid Oak Cabinet
A place for Everything
Everything in its place
4 Large Merchandising and Advertising MANUALS
164-Pages
700-and over separate and distinct copy and sales plans
IDEAS
171-Article CUT Combinations for RUBBER GOODS
173-Ideas for Advertising including copy. A mass of sales and advertising information. All this exclusively for RUBBER GOODS
263-Article CUT Combinations for SUNDRIES
315-Printed and Illustrated, separate and distinct pieces of advertising copy and ideas. Numerous plans and schemes for bettering sales. All this material exclusively for SUNDRIES.
PRINTED and ILLUSTRATED IDEAS for
Booklets, Circulars, Folders, Handbills, Blotters, Post Cards, Mailings, Wrappers, Counter Slips, Package Stuffers, Dodgers, Window Cards, Letters, Hundreds of Newspaper Advertisements. A veritable encyclopedia of Drug Store Advertising.
305-Article CUT Combinations for TOILET GOODS
263-Printed and Illustrated Advertising copy ideas. A big volume of SALES ideas, plans, schemes, etc. All these exclusively for TOILET GOODS
Expansion Advertising
RUBBER GOODS
SERVICE

An invention that has taken years to work out-that has cost us thousands of dollars to produce-that we put into the hands of our Retail Druggists for a nominal sum-that has become instantaneously popular.

Only inquiries written on business letterheads will be answered.

M. P. Gould Company

120 West 32nd Street New York

Cut out FREE Coupon, sign name and return at once →

Above Solid Oak Cabinet FREE

Without obligations or expense to us, make us acquainted with your new invention cut and advertising Service. Also how we are to obtain your Solid Oak Cabinet free.

Name _____

Street _____

City _____ State _____

B P. April

You want this Pepsin.

We are producing an improved pepsin—a pepsin differing widely in appearance and quality from any pepsin heretofore offered by any manufacturer.

This pepsin is the result of a series of experiments extending over a period of nearly three years. It represents a new process in manufacture.

Our improved pepsin is light (hence attractive) in color.

It dissolves in water almost as quickly as snow.

It is devoid of animal odor.

It is agreeable to the taste.

It is practically free from digestive by-products.

It is assuredly active.

◆ ◆ ◆

The new pepsin is winning approval from physicians. It is making a hit with their patients. It will be the most widely prescribed pepsin ever produced. *You want this pepsin.*

Supplied in coarse granules and as powder.

Strengths:
1000, 2000,
3000, 5000,
6000, 10,000.

Laboratories: Detroit, Mich., U. S. A.; Walkerville, Ont.; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Pittsburg, Cincinnati, Buffalo, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

LONDON, ENG. Offices—50-54 Beak Street, W. Warehouse and Laboratory—Hounslow **WALKERVILLE, ONT.** **MONTREAL, QUE.** 118 St. Paul Street, W.

Compounding Prescriptions

is that feature of every well regulated pharmacy that should be brought to the highest degree of efficiency. *"M. C. W." CHEMICALS* have for years been largely preferred by critical dispensers, which fact in itself may be regarded as being a special recognition of their high standard of excellence. We invite pharmacists, when placing orders with wholesale druggists for supplies, to *SPECIFY "M.C.W."* and insist upon receiving original packages bearing our label.

MALLINCKRODT CHEMICAL WORKS

St. Louis New York

You will want Silvol

What *is* SILVOL?

A new silver compound—an active, non-toxic, non-irritating germicide, designed for the treatment of inflammatory conditions of mucous membranes—diseases of the eye, ear, nose, throat, urethra, etc.

Powder: Bottles of 1 ounce.
Capsules (6 gr.): Bottles of 50.

We are creating a demand for SILVOL—advertising it in the medical journals, promoting it by letter and literature, bringing it directly to the attention of physicians through our staff of detail representatives. *You will want Silvol.*

PARKE, DAVIS & COMPANY.

Laboratories: Detroit, Mich., U.S.A.; Walkerville, Ont.; Hounslow, Eng.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Buffalo, Pittsburg, Cincinnati, U.S.A.; Montreal, Que.; London, Eng.; Sydney, N.S.W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

LONDON, ENG. Offices—50-54 Beak Street, W. Warehouse and Laboratory—Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 118 St. Paul Street, W.

Federal Anti-Narcotic Law

and

GLYCO-HEROIN (SMITH)

The composition of Glyco-Heroin (Smith) is not being changed to meet any of the exemptions or privileges allowed under the so-called "Harrison Anti-Narcotic Law."

Glyco-Heroin (Smith) will remain just what it always has been and just what it was always intended to be, viz., a stable, uniform and dependable product for the convenience and use of physicians only, in the treatment of Cough, Bronchitis, Whooping Cough, etc.

The physician *in prescribing* Glyco-Heroin (Smith) will simply use ordinary prescription blanks, giving the name and address of patient, his own name and address in full, his registry number and date when written. He is not required to use Internal Revenue Blank Forms or to make copy or other record.

NOT RETURNABLE

The use of Glyco-Heroin (Smith) by the medical profession is not prohibited; it is therefore not returnable.

SUBSTITUTION

As proper and legal disposition of all narcotics must now be shown by the druggist, the records required by the Federal Law make substitution a very serious offense, and should therefore end any unfair competition heretofore experienced in the employment of a spurious article.

MARTIN H. SMITH COMPANY
New York, N. Y.
U. S. A.

Have you stocked Agar?

AGAR is prescribed in the treatment of chronic constipation. It comes from Japan, being derived from seaweed. For medicinal use it is supplied in the form of coarse flakes.

AGAR absorbs water, and retains it. It passes practically unaltered into the intestine, where it keeps the feces moist and promotes healthy, normal peristaltic action.

AGAR may be eaten with milk or cream, or with a cereal breakfast food, salted or sweetened to suit the taste.

AGAR is making a hit with physicians. Are you prepared for prescriptions?

Supplied in pound and 1/4-pound packages.
Write for quotations on bulk quantities.

Laboratories: Detroit, Mich., U.S.A.; Walkerville, Ont.; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Pittsburg, Cincinnati, Buffalo, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

LONDON, ENG. Offices 50-64 Beak Street, W. Warehouse and Laboratory Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 118 St. Paul Street, W.

Full leather binding. Sample 25c post-paid.
A great souvenir for your customers.
Quantity price on application.

Perpetual Diary

(Patented January 24th, 1905)

Daily, Monthly and Yearly Diary.

Seelman's Perpetual Date Book is the only publication ever issued that will serve as a perpetual calendar and register of all important events.

It can be used for recording appointments, meetings, dues, notes, all legal obligations, contracts, receipts, weather reports etc.

A Comparison with Records for Previous Years Instantly Available.

A Family Register—Births, marriages, deaths, accidents, sickness, rent, board, vacations, travels and other important personal notes can be permanently recorded.

A School Register—Examinations, attendance special days, exercises and historical events can be jotted down for instant reference and comparison.

Any given day and date for any year easily found.

Invaluable to the business or professional man, farmer mechanic and everybody desiring records of daily events.

Prescription Case for Physicians

Every physician needs a prescription case.

Why not present him with one bearing your card?

For permanent and direct advertising to the physician there is nothing better.

Special Prices on Quantities.

Geo. Seelman & Sons Co.

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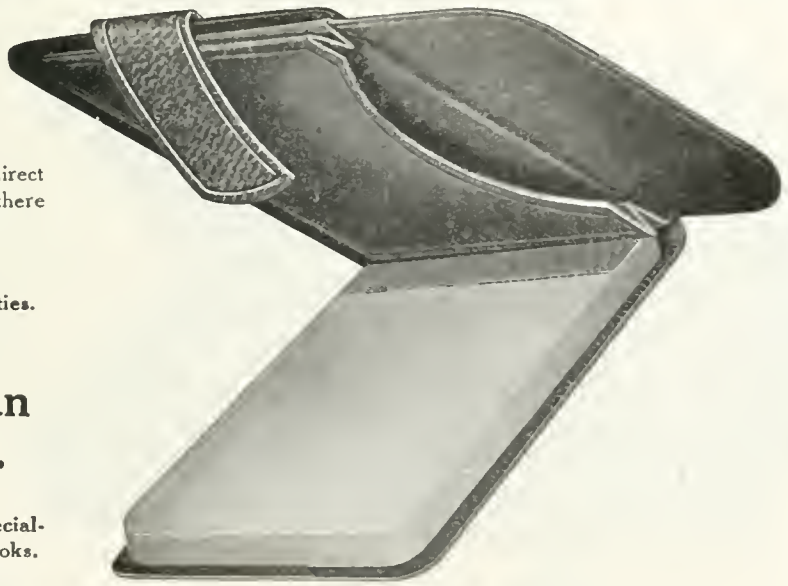

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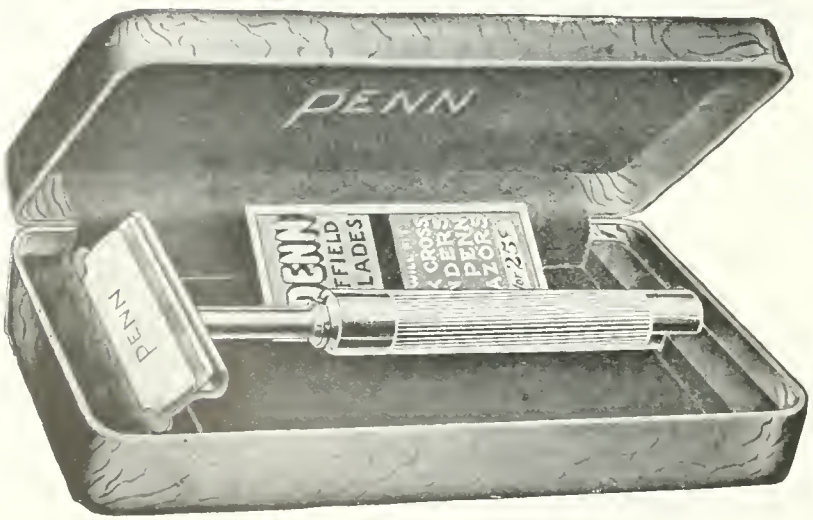

BULLETIN OF PHARMACY

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THE MONTH'S HISTORY

OBSCURE PHASES OF THE HARRISON LAW.

It is said that the Internal Revenue Department at Washington keeps a number of high-grade writing machines constantly busy clicking out responses to inquiries received from druggists and others who are a little hazy on points connected with the Federal antinarcotic law. Bushels of letters have been written and hundreds of points covered, but it seems that new questions demanding new letters pop up every day.

The matter is one of prime importance just at this time, and we are devoting considerable space to it in special articles in this issue of the BULLETIN. Two of these articles in particular should be read—the one treating specifically of the declared intention of the department at Washington, and the other comprising a somewhat comprehensive synopsis of important rulings. The first article mentioned is based on a number of interviews with Federal officers and is first-hand information.

* * *

A NUMBER OF IMPORTANT POINTS.

But to get back. Some of the governmental responses to calls for enlightenment make interesting reading, and many of them are highly important. We are told, for instance, that no one but a proprietor of a registered store may sign orders for narcotics. The proprietor may sign up orders in advance, though, and these may be used by a clerk during his absence. If a physician orders 300 pills to be made up by a druggist, and the pills come within the scope of the law, an order form must be used, not a prescription blank. If a doctor should write a prescription for 2 grains of opium, ¼ grain of morphine, ⅛ grain of heroin, and 1 grain of codeine to the ounce (if he should!) such a mixture would come within the scope of the law, for the *aggregate of opium compounds* carries the somewhat potent preparation over the line.

* * *

ORDERING AND RETURNING GOODS.

We learn, too, that if a physician orders proscribed goods direct from a manufacturer, and the goods are shipped to a druggist to be delivered by him to the physician, the druggist must get from the physician an order on an official form. Moreover, a prescriber cannot legally date a prescription ahead, nor can a compounder legally refill a narcotic prescription on the verbal order of a physician. The druggist must file the original prescription, not a copy.

Goods coming within the scope of the law cannot be returned to a jobber or manufacturer for credit until a legal order for them, made out on the regulation government blank, has been first received from the jobber or manufacturer. It will not do to return the goods, notify the jobber or manufacturer that they are

in transit, and ask that the proper order be forwarded. Such a course would be a clear violation of the law. It will be necessary to state what goods it is desired to return, being very careful to go sufficiently into detail so that an order for them may be intelligently made out. To merely say, "We received a bottle of codeine tablets in an invoice of recent date, which we desire to return," will not answer. State definitely whether the bottle contains 500 or 1000 tablets, and whether they are ⅛, ¼ or ½ grain tablets.

* * *

PRESCRIPTIONS UNDER THE FEDERAL LAW.

The BULLETIN has received a number of letters asking just where the prescription stands with reference to the Harrison law. Here is a typical query: "The law says that *preparations* which do not contain more than 2 grains of opium, ¼ grain of morphine, ⅛ grain of heroin, or 1 grain of codeine are exempt, but it does not say *prescriptions*. Does preparations mean prescriptions?"

Incidentally it might be mentioned that law is frequently spelled with a big L!

Yes, preparations mean prescriptions. Prescriptions come within the scope of the law, just as well as patent medicines or pharmaceutical elixirs. When a druggist gets a prescription a reading of which reveals the presence of a narcotic, he should very carefully estimate whether the amount called for would bring the product into the restricted class when compounded. If it does, and the physician has neglected to put on the blank the patient's name and address, his own name and address, and his government registry number, the prescription cannot, of course, be compounded.

Druggists should be very much on the alert in this particular. A prescription is exempted only when it contains less than the stipulated amounts of narcotics to the ounce.

* * *

BUSINESS IS PICKING UP.

That business conditions in the United States would suffer on account of the war—that was a foregone conclusion. And business did suffer; our expectations were realized. The southern half of our country, particularly, felt the disturbance most keenly. Nor was any section wholly exempt, although perhaps what we have been in the habit of terming the Great Northwest was the least affected.

But now comes a revival. Business is unmistakably picking up. We have weathered the storm, so far, and not half the damage has been done that we anticipated. Situations that appeared dark have turned a silver lining, and now we seem to be rising on a wave of strong confidence in the future. This is evidenced in many ways. Buying is heavier. Depleted stocks are being freshened up. The placing of orders for future delivery is on the increase. Old contracts, arbitrarily canceled at the beginning of the outbreak, are being renewed. Prices are striking their former levels. Throughout the business world there is a general settling back into old channels.

Another indication of which way the wind blows may be found in the renewing of advertising contracts, and for a specific illustration one does not need to go farther afield for evidence than to run through the advertising pages of this issue of the BULLETIN. Rarely have we carried so many representative names in the business world.

* * *

BOARDS AND COLLEGES TO GET TOGETHER.

From the standpoint of fully seventy-five per cent of the young men who go up against State examinations, the "fiercest" institution in all the world is an authorized Examining Board. And why? Because probably seventy-five per cent of the applicants get "plucked."

And why do applicants get plucked? Largely because they ought to, no doubt. But here and there a case arises where, according to all the signs and guide-posts, the statement that this particular applicant "ought to" won't apply. For he's a bright young man, he has worked hard—and he is a graduate of an accredited college!

What is wrong, then? Surely there must be a way of running the difficulty down. And would it not seem that a portion of the difficulty might in all fairness be charged to lack of team-work on the part of colleges and boards of pharmacy? Does it not sometimes happen that the colleges teach one thing and the boards examine on another? And the remedy, obviously, would be a getting together of the boards and the colleges and the striking of a balance.

And this is just exactly what it is hoped will be eventually brought about. The first meeting

having this object in view was held in Washington, D. C., March 16 to 20. Representatives of both the National Association of Boards of Pharmacy and of the Conference of Pharmaceutical Faculties met and discussed the subject in detail. The committee representing the Conference of Faculties was composed of Julius A. Koch of Pittsburg, Henry Kraemer of Philadelphia, and Henry P. Hynson of Baltimore, while Wm. S. Flint of Massachusetts, W. P. Potterfield of North Dakota, and H. C. Christensen of Chicago, represented the boards.

The conference was preliminary, in a sense, and the matter will be given a much broader consideration when the two bodies representing the boards and colleges get together at the San Francisco meeting of the A. Ph. A., next August.

* * *

GETTING TOGETHER IN DETROIT.

A joint meeting of considerable importance will be held in Detroit this month. It will be a triple-headed affair representing the Detroit Retail Druggists' Association, the Wayne County Medical Society, and the Detroit branch of the A. Ph. A. The speaker of the evening will be Dr. Victor C. Vaughan, of the University of Michigan, who is president this year of the American Medical Association.

Dr. Vaughan's subject will be "Poisons in Ordinary Foods," and he has made such a long and exhaustive study of this problem that he will be heard with keen interest. The druggists are hosts at the joint meeting this year, but physicians are planning to do great honor to the occasion by virtue of the fact that Dr. Vaughan is president this year of the A. M. A. A dinner will precede the lecture, and both will be held at the Wayne County Medical Building on High Street—April 19.

* * *

AN ECHO FROM PENNSYLVANIA.

A faint echo of the landing of a brick, or at least the grunt that accompanies the launching of one, is borne westward now and then, first from New York and then from Pennsylvania. The trouble began, it will be remembered, when the New York Board of Pharmacy shaped up a set of rules and regulations which had a tendency to bar graduates of the Philadelphia College of Pharmacy from registration in the Empire State. William Penn, who is proud of his pharmacy school, proceeded at once to resent this action on the part of Henry Hudson and Peter Stuyvesant, and the exchange of kind felicitations (pharmaceutical) began to wane.

The latest echo is caused by the introduction into the Pennsylvania legislature of Representative Theodore Campbell's amendment to the State pharmacy act, providing specifically that all persons who apply for examination must produce satisfactory evidence of being graduates of colleges of pharmacy "of this or some other State whose licensing board or other authority recognizes the graduates of the reputable and properly chartered colleges of pharmacy of this State, *and admits the graduates of all such colleges to its pharmacy licensure examinations.*"

T. i. a. o.—which means "the italics are ours."

* * *

THE CANADIAN WAR TAX.

Why it is that legislators persistently single out the drug business for the hardest whacks when they get busy shaping up tax laws has long been a matter of deep speculation by those most interested. In this country the drug trade usually gets hit when the government needs money.

However, if there is any truth to that old saying about a certain uncomfortable feeling liking company, druggists and manufacturers in the United States may find a little satisfaction in the thought that they are not alone in performing the Atlas act of bearing a world on their shoulders. For Canadian drug interests have been hit somewhat harder than we have, in the new Dominion tax act which has now gone into effect. As an illustration, patent medicines and perfumery are taxed at the rate of one cent for every twenty-five cents of retail value: a dollar package must bear a four-cent stamp.

However, in Canada the hope is entertained that the tax may be passed along to the consumer. Stamps are to be affixed at the time the sale is made over the counter, and the face value of the stamp is to be added to the price of the goods. This is one reason, it is stated, why the Dominion government imposed so heavy a tax—that it might be big enough to be handled in this manner.

DRY TINCTURES IN MAINE.

In the dry State of Maine a retail druggist is not permitted to buy alcohol. He gets it, of course, in spite of the law, and in a sense it is right that he should. Last year a number of local dealers were fined for supplying drug stores the alcohol with which to make their tinctures, and since then dealers have been compelled to send outside the State for their spiritus recti. Fortunately, however, State and local authorities are not altogether rigid in enforcing the law in this particular, and it is not a matter of record that there has ever been a serious shortage.

Druggists do not like this sort of thing, though, and at the last meeting of the State association several speakers took a number of raps at this inconsistency in the code of ethics governing the sale and consumption of malt and spirituous liquors in the old Pine Tree State.

* * *

IN CANADA.

The position taken by the Quebec Pharmaceutical Association that the owner of a drug store must be a registered pharmacist has been upheld by the Court of Review. The matter first came up in the lower court, where a fine was imposed on a man named Bergeron for conducting a drug store unlawfully.

Bergeron, who is not a registered pharmacist, bought a store and obscured his ownership by placing the title in the name of a third party, a man duly registered, going so far as to have the name of the third party appear on the door as proprietor. Through a series of transactions the real status of affairs came to light, and then followed the prosecution and conviction.

* * *

The Minnesota Pharmaceutical Association, in convention assembled at St. Paul, recommended that the pharmacy course at the State university be extended from two to three years. It was stated that over seventy-five per cent of the students now enrolled were either voluntarily taking three years for the completion of the regular course or were entirely willing to do so.

* * *

The California Pharmaceutical Association is working overtime to give visiting druggists "the time of their lives," as they express it, when the A. Ph. A. meets at San Francisco next August. It is confidently expected that the coming meeting will be one of the best in the history of the association. Plan to attend, and make your hotel reservations well in advance.

* * *

John F. White, a consulting and analytical chemist of note in Great Britain, is on a visit to this country. Mr. White is well known in England and Ireland as an authority on the starch contents of cereals, and the modification of these in the preparation of diastase and allied compounds. His opinion, we understand, is appreciated in many branches of chemical industry.

SPECIAL FEATURES FOR THE BULLETIN NEXT MONTH.

Some views of druggists' homes.

Several interesting pictures taken by a drug man in East India.

Ten or twelve miscellaneous photographs of unusual interest.

Three prize articles in which druggists describe "Some Crises I Have Faced."

Four or five papers from experienced men on the handling and sale of Perfumes.

An article by Dr. James H. Beal, the ablest writer in pharmacy, on "Morals and Legislative Problems."

A paper in which a druggist tells how he built up a profitable soda business.

A paper in which another druggist describes how he sold $750 worth of Cameras the first year.

A practical contribution on "The Deterioration of Galenicals."

The first of a series of promising "Interviews" with successful druggists, the purpose of which will be to give an interesting description of the methods pursued by them in the successful conduct of their stores.

EDITORIAL

HARRISON LAW TO BE BROADLY INTERPRETED.

There seems to be more or less confusion in the minds of a great many in the drug and allied trades in regard to the scope of the Harrison antinarcotic law. A much more advanced stand has been taken by the authorities in Washington than even the most enthusiastic Harrison law advocate had even idly entertained.

This may be better understood, perhaps, when it is pointed out that the advocates of the Harrison act viewed it as a revenue measure, a tax law, and as such they did not see how its scope could be broadened much beyond that covered by the act imposing a special tax of $25 a year on retail dealers in intoxicating liquors. In essence, it was thought, these two measures were very much alike.

Under the Harrison act it was planned to compel dealers in narcotics to pay a nominal special tax of $1 a year and to make it obligatory that certain written forms be employed in obtaining supplies of the restricted goods, and again in disposing of such supplies. In order that no man dealing in narcotics might evade the tax, and in order that the requirements in reference to the order forms and prescription blanks might not become a dead letter because of a lack of force behind the measure, severe penalties were made a part of the act.

It was thought that the law would impose a system of record-keeping on the part of those dealing in the restricted goods which would make it possible to check up the amount of narcotics bought and sold in any part, or in all parts, of the United States, and it was planned to make use of these records in securing the evidence necessary to convict in cases where not only Federal but State laws were being violated. In other words, while the act was deemed a tax law, incidentally it was expected to assist materially in the curtailment of a pernicious traffic in narcotics.

It does not matter that this incidental and indirect aspect of the situation was to be the most important one, the one, in truth, really aimed at. The fact remains that the organizations and individuals back of the Harrison measure viewed it, for the most part, purely as a special tax law, with very limited possibilities in the field of direct prohibition.

The first move on the part of the government which indicated that a much wider interpretation was to be put upon the act was a ruling affecting physicians. The law states that the physician need keep no record of narcotics administered to patients whom he personally attends. The government interpreted the phrase "personally attends" to mean bedside visits, and ruled that it would be necessary for a doctor to keep a record of all narcotics used in office practice. This is a point that was successfully combated by physicians while the bill was before Congress.

Gradually, through a series of rulings, the government's position has been roughly outlined, and we are now able to determine pretty nearly what it is going to be. Enough is known, at any rate, so that there can be no doubt as to the general trend. We have come to see that efforts will be made to make the Harrison law much more of a law than everybody thought it was!

Briefly stated, the intentions of the Internal Revenue Department are to restrict registration to manufacturers, jobbers, brokers, druggists, physicians, veterinarians, and dentists; to put full police power back of the measure; and to have as many cases of infraction of the law as possible tried in the Federal courts.

And thus it is that a certain degree of confusion prevails just now. A number of narcotic laws have been introduced into State legislatures which seem to be much too complicated, when what the government intends to do is taken into consideration.

STATE ANTINARCOTIC LAWS.

Quite a number of the antinarcotic laws now on the books in the different States are out of harmony in minor details with the Federal measure. These discrepancies should be remedied, but it would seem that the best procedure would be to amend existing laws rather than erase them entirely and substitute new ones in their stead. For new laws, pushed through without careful consideration, and without proper provision having been made for their passage undisfigured by objectionable amendments, are often worse than the measures they displace. It would seem, too, that

should any general or model law be deemed necessary, it would be the best plan to let the National Drug Trade Conference sit in deliberation on the matter and bring out such a measure as conditions seem to warrant. It is to handle just such situations that the Conference was organized.

Among others, there are two points that should not be lost sight of in connection with proposed changes in State laws. First, an order or a prescription that is sufficient under the Harrison law should be given the same scope and latitude in each State; and secondly, the items exempted by State law should correspond with those exempted under the Harrison act in the interests of uniformity.

It is highly probable that in some States no changes at all are advisable until the full workings of the Federal measure have become known. The aim being complete coöperation, it might first be well to learn in detail what State laws will have to coöperate with. This is not yet apparent.

The position taken by the Philadelphia branch of the A. Ph. A. represents, in a measure, what would strike the BULLETIN as a sensible attitude. Resolutions were passed in March suggesting that bills pending in the legislature be held in abeyance until the situation could be thoroughly felt out.

TWO SALABLE ARTICLES.

The man who shaves himself finds the operation much easier than it used to be. There are chiefly two reasons for it. In the first place, the modern safety razor has enormously simplified the procedure of shaving. In the second place, the new type of soft shaving soap, put up in collapsible tubes like cold cream or tooth-paste, represents a great advance over the time-honored hard soap used in a mug.

Is every druggist alive to these facts? Has he obtained more business as a result of these developments?

Many a man shaves himself now who formerly patronized the barber-shop exclusively. He makes shaving as much a part of his morning toilet as he does washing his face and combing his hair. This means a bigger business in shaving requisites, and the druggist ought to seize upon the opportunity and make the most of it.

Many a druggist handles safety razors with considerable profit to himself. And as for the new type of soft shaving soap, it has become a salable product in many a pharmacy. It is much more satisfactory in every way than the mug type of soap. It is more sanitary, inasmuch as the use of a dirty mug is obviated. It means fresh lather every time. The soap retains its pleasant perfume to the end, instead of losing it in three or four days. Nor is it necessary any longer to rub the lather into the beard. A man simply squeezes out a little of the soap onto his face and with a wet brush quickly works up a lather which softens the beard with economy of time and effort, and with much more delightful results than could be formerly obtained.

It is perhaps worth stating, too, that when you sell a tube of shaving soap you ring up a quarter on your cash register instead of five or ten cents.

HARRISON LAW RHETORIC.

A rude hand has come upon the drowsy, dream-laden Valley of Narcosis, to rouse its people from their self-imposed stupor and threaten the revenue of those who traffic in the stuff of which its visions are fabricated—and a mighty cry has arisen. Which it is that adds most to this dirge-like wail one cannot tell. Does the louder lamentation come from the weak-minded bender beneath the narcotic yoke, or from him, strong of mind, perhaps, but no stronger of morals, who has guised himself in the robes of an honorable calling to play the part of a stealer of intellects, a debaser of morals, the seller of dope? The wail of each is enough to rend hearts, even to move adamantine editors to a copious flow of inky tears.—HUGH CRAIG in the *Journal of the N. A. R. D.*

Hadn't we better send Hugh to the United States Senate?

AN APPEAL.

The editors of the BULLETIN would like to get some short, meaty papers from druggists on the sale of Fourth-of-July goods.

Please tell us how much of a stock you lay in, what profit the line yields, about what your annual sales are, and how you handle and push the goods generally.

Some practical recitals of real experiences are what we want. Can't you send us in a short paper right away within the next few days, so that we shall have it in time for the May BULLETIN?

We offer $5.00 for the best paper, and regular space rates for others.

PROFITS AND EARNINGS

A GOOD SHOWING.

This is a statement from a store in Nebraska, and the figures shape themselves up very pleasantly. The proprietor has every reason to congratulate himself. He gets good prices—shown by the percentage of gross profit; and he keeps expenses where they belong.

After all that is the alpha and omega of successful manipulation. The first step, in running a drug store, is to get customers; the

1 Cash received from all sales and book accounts			$15162.00
2 Book accounts beginning of year	$1576.60		
3 Book accounts end of year	$1490.60		
4 Difference in book accounts		$ 86.00	
5 Net sales for the year			$ 15076.00
6 Inventory of stock beginning of year		$ 5444.25	
7 Purchases during year		$ 8924.30	
8 Total cost of merchandise		$ 14368.55	
9 Inventory of stock end of year		$ 5541.55	
10 Net cost of merchandise sold during year			$ 8827.00
11 Gross profits			$ 6249.00
12 Current expenses			$ 3833.80
13 Net profits			$ 2415.20
14 Total income from business			$ 3615.20

next is to get the proper percentage of profit out of them on the one hand, and to make it cost as little as possible, on the other.

Generally speaking, a gross profit averages from 35 to 40 per cent. "Nebraska" gets a little better than 41.

Percentage of expense is 25.4. In the expense account, we are told, is a proprietor's salary of $1200, which is right and proper. Total income from the business is $3615.20.

Percentage of net profit is 16.

FROM THE GREEN FIELDS OF VIRGINIA.

Here we have a man who opened up a year ago. His cash sales for the year were $13,104, and $1188.40 of this went onto the books.

Inventory at beginning of the year, $3110; at the end of the year, $8113.13. This represents an increase in stock amounting to $5003.13.

Current expenses were $2200, including a proprietor's salary of $1000.

Now so far this makes good, smooth reading; but when we get to running these figures through the hopper, there are some of them that won't go. We are going to point out why.

To get at the net cost of merchandise sold, we take the inventory of stock at the beginning of the year and add to it the purchases made during the year. This gives the total of goods that have been in the store, and the next step is to take the inventory of goods on hand at the end of the year, and subtract it from the amount obtained.

Let us do this and see what we get. Inventory, beginning of year, $3110. Purchases during the year, $7185.35. This gives us $10,295.35. Subtracting from this the inventory at the end of the year, we get $2182.22. This represents net cost of merchandise sold during the year.

And for this $2182.22 worth of goods, "Virginia" gets $13,104! In other words, on $2100 worth of goods he makes nearly $11,000, gross, or more than $9000, net.

Something wrong, somewhere. "Virginia" will have to come again.

A DOUBLE-DECKER FROM NEBRASKA.

One of the advantages of determining each year what the percentage of gross profit, of expense, and of net profit have been is brought home very forcibly in the case we now have under consideration.

Here is a firm that made money in 1913 and lost money in 1914. The manager was com-

1 Cash received from all sales and book accounts			$8147.00
2 Book accounts beginning of year	$318.00		
3 Book accounts end of year	$443.43		
4 Difference in book accounts		$ 125.43	
5 Net sales for the year			$8272.43
6 Inventory of stock beginning of year		$ 2960.12	
7 Purchases during year		$ 5712.69	
8 Total cost of merchandise		$ 8662.81	
9 Inventory of stock end of year		$ 3475.64	
10 Net cost of merchandise sold during year			$ 6187.17
11 Gross profits			$ 3085.26
12 Current expenses			$ 2367.14
13 Net profits			$ 719.12
14 Total income from business			$

pletely at sea in the matter of locating the cause of the trouble, even going so far as to suspect that a considerable amount of goods might have been removed from the store without the loss having been discovered. And that may have been what happened; there is no way of determining from a table of figures that such was not the case.

But the figures *do* show us that the expense account *increased* from 26.2 per cent in 1913,

1 Cash received from all sales and book accounts			$ 7355.20
2 Book accounts beginning of year	$ 433.43		
3 Book accounts end of year	$ 404.03		
4 Difference in book accounts		$ 41.40	
5 Net sales for the year			$ 7313.80
6 Inventory of stock beginning of year		$ 3475.46	
7 Purchases during year		$ 5239.83	
8 Total cost of merchandise		$ 8715.29	
9 Inventory of stock end of year		$ 3601.00	
10 Net cost of merchandise sold during year			$ 5114.29
11 Gross profits			$ 2199.51
12 Current expenses			$ 2326.84
13 Net ~~gains~~ loss			$ 127.33
14 Total income from business			$

to 31.8 in 1914, and that the gross profit *decreased* from 37.2 per cent in 1913, to 30 per cent in 1914. And these two discrepancies are quite enough to account for the loss; there is

no need of ranging wider for a full explanation. Stolen goods might explain the lowered gross profit, but they would not explain the increased expense.

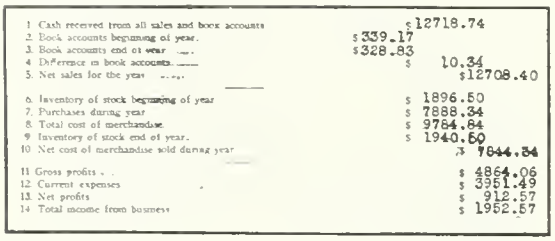
The 1913 set of percentage figures, and the 1914 set of percentage figures, placed side by side, present an interesting contrast. Here they are:

	1913.	1914.
Gross profit	37.2	30
Expense	26.2	31.8
Net profit	11.0	
Net loss		1.8

The 1913 basis is about right, and the thing to do is to get back onto it *at once*.

FROM PENNSYLVANIA.

Here we have a man, apparently, who is a natural-born bookkeeper. The letter accompanying his statement shows that he has a firm



1	Cash received from all sales and book accounts		$12718.74
2	Book accounts beginning of year	$339.17	
3	Book accounts end of year	$328.83	
4	Difference in book accounts		$ 10.34
5	Net sales for the year		$12708.40
6	Inventory of stock beginning of year		$ 1896.50
7	Purchases during year		$ 7888.34
8	Total cost of merchandise		$ 9784.84
9	Inventory of stock end of year		$ 1940.50
10	Net cost of merchandise sold during year		$ 7844.34
11	Gross profits		$ 4864.06
12	Current expenses		$ 3951.49
13	Net profits		$ 912.57
14	Total income from business		$ 1952.57

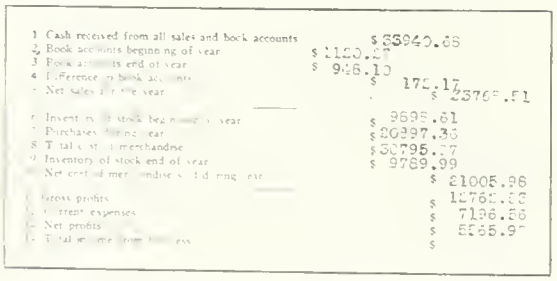
grip on his business, and knows just where he stands.

The expense includes a proprietor's salary of $1040.

The gross profit, expressed in percentage, is 38.2; the expense is 31, and the net profit is 9.2.

ANOTHER GOOD COLLECTOR.

Eleven hundred and twenty dollars on the books at the beginning of the year, $948 at the end of the year—sales nearly $34,000. That is



1	Cash received from all sales and book accounts		$33940.68
2	Book accounts beginning of year	$1120.27	
3	Book accounts end of year	$ 948.10	
4	Difference in book accounts		$ 172.17
5	Net sales for the year		$33768.51
6	Inventory of stock beginning of year		$ 9696.61
7	Purchases during year		$20997.36
8	Total cost of merchandise		$30795.97
9	Inventory of stock end of year		$ 9789.99
10	Net cost of merchandise sold during year		$ 21005.98
11	Gross profits		$ 12762.53
12	Current expenses		$ 7196.56
13	Net profits		$ 5565.97
14	Total income from business		$

a good showing in two ways: first, it indicates a commendable degree of alertness in the matter of extending credit; and, secondly, it shows that an effort has been made to reduce the amount of trust business that had already found its way to the books.

Credit business, as a rule, is unavoidable; but the less of it, it must be admitted, the better.

Gross profits, $12,762.53; expenses, $7,-6196.56; net profits, $5565.97.

Percentages, respectively: gross profit, 37.7; expense, 21; net profit, 16.7.

The figure representing net profit is suspiciously large. The statement shows that salaries have been included in the expense account; but is it possible something else has been omitted?

Of course, it is possible to make 16.7 per cent. net. The average, however, is nearer 10 than 16.

The statement comes to us from Illinois.

ABOUT PEOPLE

A CANADIAN MAYOR.

E. H. Bate, druggist, is mayor of Transcona, Manitoba.

Mr. Bate put in four years in a drug store in Buffalo, N. Y., beginning at the age of 18. Later he went back to Canada, going to Regina,

E. H. Bate.

thence to Winnipeg, where he took a course at the Manitoba College of Pharmacy.

In the spring of 1910 he rode on the crest of a boom wave into Transcona, becoming one of its pioneer business men. Two years later the settlement, bordering Winnipeg, contained a population of 3000, and now the census man

gives it 4000. Mr. Bate owns two drug stores in Transcona, and is the head of E. H. Bate & Co., real estate.

A GOLD-MEDAL WOMAN PHARMACIST.

A bride of a few short months, Mrs. Emma Hutson Hutchinson, together with her drug-clerk husband, enrolled in the pharmacy department of the University of Tennessee in the fall of 1912.

In the spring of 1914 she was graduated from the school, receiving a gold medal for having attained the highest mark in scholarship. Another high mark, obtained when she

MRS. EMMA HUTSON HUTCHINSON.

was examined by the State Board of Pharmacy, secured for her a second gold medal.

Both Mrs. Hutchinson and her husband are employed as drug clerks in Memphis, Tennessee, and plan, eventually, to embark in business for themselves.

A DRUGGIST POSTMASTER.

From a field of nearly a dozen aspirants, J. Alleine Williamson, on February 12, secured the recommendation of the Democratic State Committee for the postmastership at Frederick, Maryland. Mr. Williamson was not an avowed candidate for the position. His appointment to the office, which carries with it a yearly salary of $2800, came to him as a surprise.

The recommendation of the committee practically assures Mr. Williamson the berth of postmaster and testifies to the high esteem in which he is held by his fellow Democrats.

Mr. Williamson is associated with his brother, Thos. M. Williamson, in the conduct of a drug store that has been in operation for

J. A. WILLIAMSON.

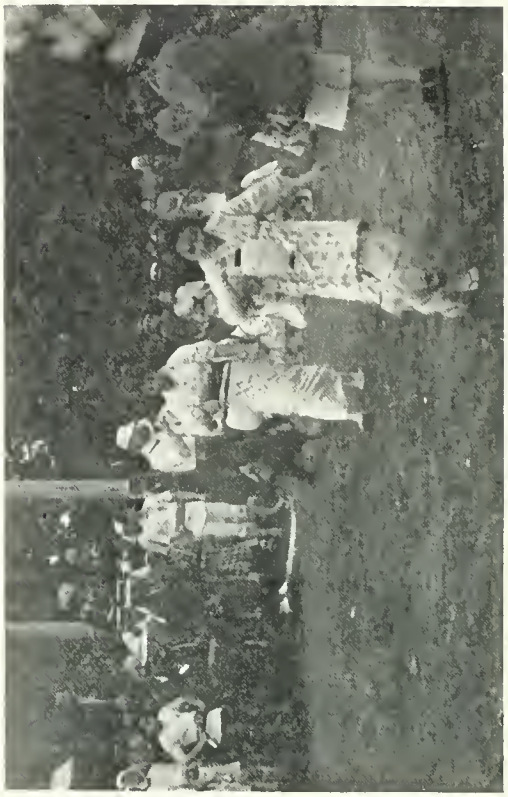
more than forty years and is one of the leading stores in western Maryland.

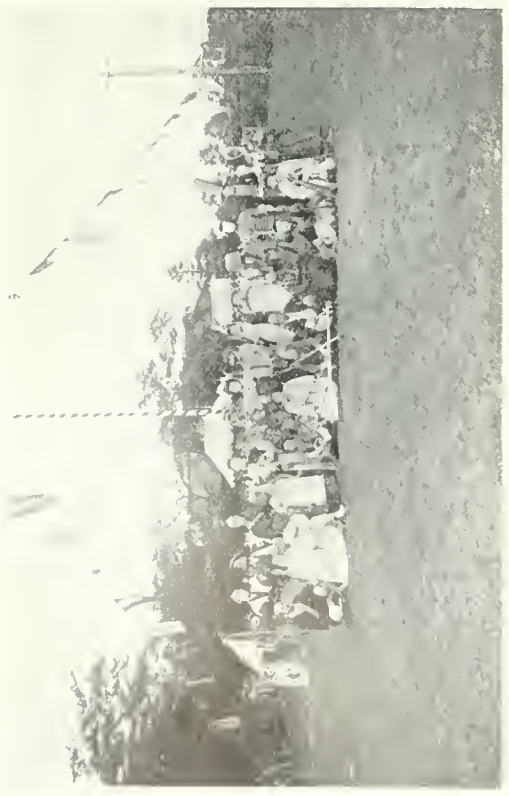
APPOINTED TO THE GEORGIA BOARD.

From the five druggists nominated by the Georgia State Pharmaceutical Association, Walter D. Jones, of Savannah, has been ap-

WALTER D. JONES.

pointed by the governor as a member of the Georgia State Board of Pharmacy. His term of service began November 1, 1914, and continues for five years.





Snapshots taken at the annual picnic of the Japanese branch of Parke, Davis & Co. in Tokio.

The four pictures on this page were snapped by Dr. C. A. Duncan, of Dallas, Texas, at the last meeting of the American Pharmaceutical Association, most of them on Parke, Davis & Co.'s lawn. This is a photograph of the BULLETIN editor.

Here we have four celebrities. Reading from the left, the men are John C. Wallace of New Castle, Pa., Charles F. Mann of Detroit, Frank H. Freericks of Cincinnati, and Hugh Craig of N. A. R. D. fame.

Several well-known faces are easily recognized. A bunch of enthusiastic drug men from Nebraska is particularly noticeable in the center of the picture.

Harry Skillman, business manager of the BULLETIN, is pointing out some object of interest to Prof. Joseph P. Remington of Philadelphia.

Four A. Ph. A. Snapshots.

Little Beatrice, eight months' old daughter of H. E. Hielscher, Ph G., Giddings, Texas.

Twins—Henry and Anna Laurie, son and daughter of Mr. and Mrs. Henry J. Bass, Abilene, Texas.

Dick Dedman and his dog, Moses. Dick is the future manager of Dedman's Drug Store, Arkansas City, Arkansas, and Moses is the mascot.

Helen, daughter of Mr. and Mrs. Carl Krotki, 397 Cross Street, Malden, Mass. Mr. Krotki is proprietor of the Suffolk Square Pharmacy.

Druggists' Children.

A Row of Celebrities.

This group was photographed at the recent semi-centennial of the St. Louis College of Pharmacy, and shows some of the prominent guests and speakers on that occasion. Reading from the left, the men in the front row are William Mittelbach of Boonville, Mo., Prof. F. J. Wulling of Minneapolis, Dr. Otto A. Wall of St. Louis, Prof. Charles Caspari, Jr., of Baltimore, Prof. James M. Good of St. Louis, Prof. Charles E. Caspari of St. Louis, and Prof. Joseph P. Remington of Philadelphia.

A Chicago Prescription Department.

This shows perhaps half or two-thirds of the prescription department in the Economical Drug Store at 122 North State Street in Chicago. In this establishment the prescription department occupies the entire left side of the store, and something like seven or eight prescriptionists are constantly occupied. Four or five hundred prescriptions a day are regularly dispensed. The decorative arts were called into service in the ornamentation of the store, and some of the statues and cases were imported from Europe by the proprietor, Charles H. McConnell.

"Hobbies That I Have Made Pay."

Early in the year we offered three prizes for the best papers on how druggists had capitalized their hobbies—the first one $15, the second $10, and the third $5. The judges had a hard time of it, but here are the winners—one in California, one in Maine, and one in Missouri. The articles are illustrated, and present altogether a novel and unusual feature.—THE EDITORS.

OPERATING AN EXCURSION BUREAU.

By Mark A. Sawrie, Selma, California.

For years I had the habit of going to seacoast resorts each season for my vacation. It was a fixed custom with me; but one day the idea struck me to take a trip to Yosemite Valley.

I must confess that at that particular time

Mark A. Sawrie.

I was not a nature-lover, but that I was prompted in my desire to see Yosemite because I realized that people came from all parts of the world to see this great natural wonder. I accepted the trip almost as a duty which I owed as a resident of California.

But from the first glimpse of that wonderful mountain chasm, with walls of solid rock rising on all sides perpendicularly for three-quarters of a mile; with waterfalls over a thousand feet in height; and with the multitude of scenic beauties to be found amidst the abundance of forestry, wild flowers, and mountain birds and animals, I became an ardent Yosemite enthusiast.

It became a "hobby" with me instantly.

HOW THE IDEA WAS SUGGESTED.

When I returned I was so enthusiastic in the praise of Yosemite that my friends began to express an interest and wanted to see it, also. I encouraged them, and soon found that I had a large party on my hands.

I was "the man who had been there," and it was left with me to make arrangements for the trip. First, I found that special train rates could be secured for such a large party, and inquiry at hotels and camps brought the further information that special rates would be granted. I also learned that I was entitled to compensation as the agent of the party.

Thus unconsciously I had worked myself into a situation that would effect a considerable saving to my friends, and that would yield a nice little profit for my trouble.

When this party returned each member was so enthusiastic over the trip and of my ability in making arrangements and securing special rates, that I soon had other friends urging me to take charge of a party for them. The idea spread to other towns, and I began to realize that there was a chance to capitalize the plan.

I commenced to advertise in suitable chan-

At the Gates of the Yosemite.

nels that I would make it a business to arrange for special Yosemite excursions.

It soon became apparent that in the height of the vacation season I would be able to secure enough people from some particular sections to justify chartering a special train. This proved a big hit, for by having a train run on

special schedule I could deliver my excursionists at the appointed destination in less than twelve hours from territory where it ordinarily required part of two days' travel for the trip.

Not only did I thus offer an attractive train service, but these large parties enabled me to cut many expenses almost in half. Because of such saving each excursionist was glad to pay me a good fee for organizing the party, as I still saved him a considerable sum, and saved him all trouble of making trip arrangements.

THE BUREAU ORGANIZED.

In this manner the "Yosemite Excursion Bureau" was formed as a permanent feature under my management. As the business grew it was necessary at times to have assistants. I readily found a stenographer in a real estate office who was willing to handle the clerical details of a year in return for a trip to Yosemite that season. Assistants in organizing parties in outside towns were secured on a commission basis, payable in a free trip for themselves when they procured a certain number of people. This plan worked out very satisfactorily.

To-day the Yosemite Excursion Bureau is recognized as a permanent feature, and nearly every one going from this part of the State

On a 14-mile "rubberneck" trip.

"books" for the trip through me or one of my sub-agents. The summer excursions have been very popular, and now we are developing a winter business also, whereby people can go from our valleys of winter sunshine and play in the snow of Yosemite. Thus the business is growing to all-year-round proportions.

When it is not possible for me to accompany the excursions I have a number of trained assistants from former seasons upon whom I can call to act as conductors, and who are always glad of the opportunity of a trip without pay for their services.

CAMERAS AND PHOTOGRAPHIC SUPPLIES.

Besides the regular profit accruing from the organization of these parties, the excursion business is a valuable boost to our camera department. Every person going to see such scenery as the Yosemite affords is a live prospect, and no opportunity is lost by our camera salesman to take full advantage of the situation. The sale of films and supplies is particularly large. Then, too, the developing and printing orders are unusually heavy from

A New Year's party.

such a party, and we extend our solicitation to other towns in which we organize parties. Needless to say, we have a large out-of-town trade in this line—and mostly built up through the Excursion Bureau.

Moreover, being an enthusiastic "snapshotter" myself, I have secured a large collection of choice negatives from which I sell views, and from which I make many enlargements. At Christmas time these are made into calendars and California souvenirs.

Of course, every druggist hasn't a Yosemite Valley near him. But there is doubtless some particular spot of interest to which the people of his section are accustomed to go in numbers for their vacations. There is probably scarcely a community in which the idea could not be worked up—provided the druggist catches the "hobby." Much depends on enthusiasm, though.

If I can be of any assistance, I shall be glad to communicate with druggists who wish to correspond with me. I will gladly outline the system and give in detail the inner workings of my plan.

PUSHING FISHING-TACKLE.

By Fred Borth, Doniphan, Mo.

Nature has blessed our county by dividing it in half by one of the prettiest streams in all the Missouri Ozark country. In fact, it would not be boasting too much to say in all the world. Clear and swift, with long deep holes and shallow shoals, it is naturally a stream with fish—game fish for the fly or the troll; fish for the trot-line or hand pole; fish for the man with the gig. Our little town of fifteen hundred

Eighteen miles from worry.

inhabitants is located on this stream, and on the Missouri Pacific Railroad. It is two hundred miles from St. Louis, while Kansas City and Springfield are not over a day's journey by rail.

I was just back from a summer vacation fishing trip, and the next day I was initiated into the gentle art of cleaning show-cases, washing bottles, and powdering cork. The change got on my nerves, and in desperation I cottoned up to our little stock of fishing-tackle. And let me say right here that my boss knows how to buy goods right!

So we started in with two important requisites: goods bought right, and enthusiasm. That salesman speaks best who speaks from experience, and sales increased, until now it takes nearly two show-cases to hold our fishing-tackle display.

A BANKER GETS THE FEVER.

As an illustration of how we work, I recall that last year one of our local bankers got the fever. I took him out behind the store, jointed a split bamboo, and demonstrated how easy (?) it all is, and—well, he owns that rod now, and enough tackle to catch a whale. For that is half the game with a fisherman. Usually he doesn't care for expenses when it comes to being well equipped.

These demonstrations, afternoons on the river with customers, newspaper advertisements, window displays, special prizes—these have all had their influence.

One of our most effective window trims consisted of a large mirror in the bottom of the window. Around the edge of this miniature lake we placed small gravel, and some green moss. We concealed a shallow tin containing water in one place, and in it put a little turtle about the size of a half-dollar, just to make the scene more realistic. Tied to a stake along the lake shore was a small boat, while on the gravel bar was a little tent. A child's tea set, very small, composed the cooking utensils, and charred matches masqueraded as a camp-fire. In the background we placed little sprigs of pine for trees, and larger gravel served as boulders. Fishing-tackle in abundance, placed to good advantage, completed the window.

PRIZES EACH MONTH.

Prizes were offered. On a rod would read a sign: "This Rod Free to the Person Catch-

A camp on a bar.

ing the Largest Bass (Using Any of Our Tackle) During This Month."

Next month we might offer a reel, or a minnow pail; and so on during the season. We kept in a tackle display one week out of each month.

We were largely instrumental in getting the State Game and Fish Commissioner to send the

We shall begin in the May Bulletin an interesting series of articles entitled "Interviews With Prominent Pharmacists," the purpose being to disclose their methods of doing business.

fish-car and restock the stream, and you may be sure we took advantage of this. We hung a letter on the subject from him in the window with our next display. This helped to show our interest.

We did not stop with the local trade. The Missouri Pacific Railway Co. issues a neat little booklet entitled "Recreation Near Home."

The different fishing streams in southern Missouri are described. We saw to it that our own river was prominently mentioned, and that a notice was inserted that pleasure-seekers desiring information would be cheerfully furnished with same by writing our drug store, and that we would gladly make all arrangements, such as securing guides, boats, tents, launches, etc.

GOOD AT "RIGGING."

So the first place Mr. Fisherman makes for when his train arrives is our store. Often in his hurry he has left his rod or reel at home; or he may need a new line; a few more flies, anyway. Should Mr. Guide happen to be in the store at the time we ask (quite innocently) if it is the intention to do any trot-line fishing on the trip. He invariably suggests that it would be highly advisable; and that usually means a trot-line or two, hooks, staging, etc. Many times the fisherman just lets us "rig him up." And we sure are some "riggers!"

Aside from the fishing-tackle, we usually have a tent or two of our own to rent at twenty-five cents a day. Then there are cigars, perhaps a camera or films, a box of candy or chewing gum, or, possibly, a fountain pen or a few books. There are always face creams and lotions for sunburn, and mosquito mixtures.

We make a preparation, a healing oil, that is the best thing for "skeeters" or "chiggers" that ever happened. And everybody wants post-card views of the river.

Sometimes a small party does not desire to camp out, but prefers to stop at some farmhouse along the river and fish. So we are instrumental in getting Mr. Farmer a little extra cash, and he appreciates it, by spending some.

And that is the way it goes. I may be

A seventy-six pound catfish.

overenthusiastic, and may overestimate the accruing benefit somewhat. But, at any rate, fishing-tackle and all that goes with it is our best side-line, and we are unanimous in the verdict that it pays. But it wouldn't pay as well if it didn't have a crank to push it. And a crank is a crank because he has a hobby.

TRAINING AND SELLING HUNTING DOGS.

By Louis Hamm, Bangor, Maine.

After being in a drug store for fifteen years I was taken with indigestion so badly that I consulted my physician, who said, "You are a perfectly normal man, and all you need is exercise in the open air."

He told me that he would not give me any medicine, but that I must get a dog and a gun and go hunting.

I take a dog and gun and go hunting! I was born in the city, and had never had either a dog or a gun in my life.

I remonstrated, but the doctor turned his back and said, "Well, all right. But that's all I can advise."

I capitulated. I bought a gun and a dog, and then went to an expert in training and shooting and got a few tips.

I paid five dollars for the dog, and thought it a very high price, as I knew nothing about dogs. I bought her on the 14th of September, and the next day, being the first day of the open season, we started out.

The trials I had with that setter—and with that gun—if all properly written out, would

make Charlie Dickens' complete works look like a thumb-nail edition of a Sabbath-school paper. I would follow Cleopatra until exhausted and then chain her to a tree. I couldn't control her.

And then I'd sit down on the other side of

Mr. Hamm standing to the right.

the tree and think how many kinds of a damn fool I was. It seemed to me that I might as well die in my store as in a clump of alders.

Well, the final decision was that I would train that dog, and learn to shoot at the same time, or bust a suspender. And I succeeded in all three.

One day three years later I got my friend, the training and shooting expert, out to hunt with me. When we got back to the store in the evening and were talking it over, he nearly startled me off my stool by abruptly saying, "Why don't you sell that dog?"

What! Sell my dog?

"Never," I answered. "Has she not made a new man out of me? You know that when I started out with her I couldn't drink milk, and now I carry a raw turnip in my hunting-coat for lunch."

"Yes," he persisted; "sell her. And get another one. You can pay some of your expenses that way. I know sportsmen who will be glad to give you $100 for that dog." I could hardly believe him, and at the time wouldn't listen, anyhow. But after months of persuasion I consented, and sure enough—he sold her for me for $100.

The next dog I had given to me, with the statement that he was absolutely worthless. He was a pointer, and I trained him and sold him for $175. And so the good work has gone on for twelve or fifteen years. In that time I have received nearly one thousand dollars for dogs alone.

The queer part of my experience is that I have bought only two dogs. The first one cost me $5 and the last one $15. My friends have given me dogs without my asking. I now have two—a pointer and a setter.

Of course I have gained a reputation as a dog man, and my brother druggists have joked me some, and asked how I could spend so much

Qualifying for graduation.

time hunting, trap-shooting, and eating hot suppers. Now the real truth is that the more I have been out, the more friends I have made and the more business I have got; and my forced fad has been the best investment I ever made!

A headline attraction next month will be a series of three prize articles entitled "Some Crises I Have Faced"—thrilling experiences actually undergone by well-known druggists during their lives behind the counter.

Monthly Prize Questions and Answers.

How four druggists have established a paying business in the handling of garden seeds is fully described in the following papers. The authors tell how they buy the seeds, how they store them, and—most important of all—how they sell them. That druggists can compete successfully with mail-order seed-houses, and with firms catering especially to the rural trade, is demonstrated to be true—in these four cases, at least. Aside from the direct profit to be gained by handling the line, there are other advantages resulting from the business.

Is it Worth While to Handle Garden Seeds?

Answers to a question announced in January.

PRIZE PAPER: GOING AFTER THE BUSINESS SYSTEMATICALLY.

By George R. Worley, Pharm.D.

We have handled garden seeds for many years and have found, first of all, that it pays to buy good seeds from reliable concerns that will supply tested products.

Such concerns sell only seeds taken from lots that have proved capable of germination, thus protecting the dealer by enabling him to offer live seeds to his customers.

It pays likewise to purchase garden seeds in

George R. Worley.

bulk, for in this way the dealer can not only buy more cheaply but he can also sell to his patrons at a lower figure than if he was handling package goods.

Garden seeds, owing to crop conditions, vary in prices from year to year. The following, however, are the average prices at which the retailer should buy and sell the different items: Corn should not cost over $2.50 a bushel and should be sold for ten cents a pint. Peas should cost not more than $6.00 a bushel and sell for 20 cents a pint. Beans costing $5.00 or less a bushel retail for 15 cents a pint. Beet, radish, pumpkin, watermelon and muskmelon seeds can be bought from 25 to 35 cents a pound and are sold for 5 cents an ounce. Cucumber and lettuce seeds cost about 40 cents a pound and retail for 10 cents an ounce, while cabbage, endive and onion seeds cost around $1.00 a pound and bring a retail price of 20 cents an ounce.

CATALOGUES TO ADVERTISE THE LINE.

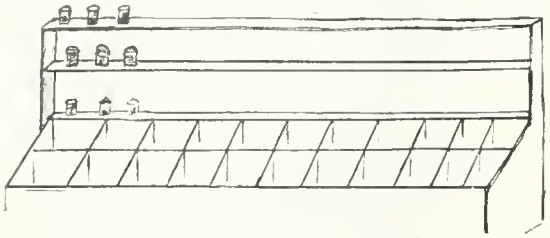
All wholesale houses carrying this line furnish attractive seed catalogues which they are glad to supply to retail dealers. About the first of March each year we send out 500 or more of these catalogues to our farmer customers. This puts us in competition with the mail-order houses with a decided advantage to ourselves. Instead of the farmer having to send to some distant city to get his seeds, he can buy them at our store, where he can see beforehand what he is buying. This is a great factor in the seed business, for when a customer can see the kind and quantity of seeds that he is about to purchase he has a better idea of the amount of ground the seeds will plant.

During the spring and summer we run little advertisements in the local columns of the newspaper calling the attention of the public to the line. Here are a few of the many phrases employed to keep the subject before the people: "We have garden seeds to sell," "It is time to plant your garden," "Garden seeds that grow," "We sell seeds in bulk."

To display the seeds to the best advantage we have built a set of bins as illustrated in the diagram accompanying this article. These bins hold the larger seeds or those carried in quantity, such as corn, peas, and beans. Shelves back of the bins hold Mason jars containing the smaller seeds or those stocked in lesser quantities. These jars are arranged alphabetically to aid in the quick handling of the goods.

KEEPING TRACK OF BEST SELLERS.

We always take an inventory of our seed stock the latter part of the summer before putting the goods away for the next season.



Combination display rack and seed bins.

By noting at this time the varieties that were good sellers and those that sold slowly we can, when making up our order for the next year, adjust the supply to meet the probable demand. Our stock order is made up at inventory time, so that when the salesman appears we can give him the order without having to rummage around to find out the amount of stock on hand.

Particular attention is paid to storing the seeds carried over the winter season. All the large seeds are put into cloth sacks, which, in turn, are placed in wooden boxes made for the purpose. The smaller seeds are left in the Mason jars. To provide the ventilation necessary for the proper keeping of the seeds air holes are bored in the boxes. These holes are protected by a wire covering, which prevents rats from getting at the contents. Holes punched in the tops of the jars allow air to pass in and out of these containers.

As the different seeds have varying lengths of vitality any that have passed the age limit must be thrown out in order that customers will have no cause for dissatisfaction. Information as to the length of the period of activity for any particular seed can be obtained from the wholesalers who sell the goods.

Not only does the handling of garden seeds give the retailer a liberal profit, but it also brings to his store farmers and their wives, who purchase many of the other items carried in stock. We would not think of giving up this profitable side-line. It is a valuable asset to any druggist with a store located in a farming community.

SEEDS HELP THE SALES OF OTHER ARTICLES.

By H. R. Mohler.

From personal experience I have learned that a druggist located in a town of 15,000 or less inhabitants, who comes in daily contact with seed-users, can make the handling of garden seeds one of his most profitable side-lines.

To merely have seeds in stock, however, does not mean that a big profit will be realized from them. The druggist must have, and be able to impart, information concerning them. He must carry a reliable line of seeds, one that is backed up by the firm selling them.

Another essential feature for making a success of the line is to advertise it constantly. By beginning a series of newspaper ads about a month before planting time and keeping it up until the season is well under way the druggist becomes known as the seed merchant of his community.

ADVANTAGES IN BUYING BULK SEEDS.

Purchasing seeds in bulk and then putting them up in packets bearing the store label has a twofold advantage.

First. The profits from seeds handled in this way are much greater than if the packets are bought already put up from the seed houses.

Second. Every packet that goes out bears the store imprint and is a valuable advertising aid.

Knowing the store's customers is most important in that it leads to increased sales. For

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An important contribution on "Morals and Legislative Problems" will appear next month from the pen of Dr. James H. Beal.

instance, if a customer is known to be a truck farmer the offer of a special price on large quantities of seeds often gets trade that would otherwise be obtained by some other store. By quoting the pint or quart price to a customer who would ordinarily ask for a five-cent package the larger amount can frequently be disposed of.

Satisfied patrons, that are a store's best advertisement, can be made by getting and delivering promptly to customers varieties of seeds that are not carried in stock, but that are desired by them.

GETTING ADDITIONAL BUSINESS.

When customers come to a store to purchase seeds an excellent opportunity is offered to push the various insecticides used by gardeners. These insecticides include such agents as crude carbolic acid, formaldehyde, carbon disulphide, sulphur, insect powder, Paris green, and hellebore.

Lime and sulphur solution for spring and fall spraying makes a good seller in this connection and yields a big profit. It can be bought very cheaply in barrel lots and put up in old bottles, cans and jugs that have accumulated during the year.

Large numbers of seed customers are interested in stock and poultry preparations. By keeping these goods prominently displayed near the seed cases most gratifying results are obtained.

Seed selling time is also the period of the year when spring tonics are most in demand. A little scheme to promote the sale of these preparations that has worked out remarkably well is as follows: A printed circular, with coupon attached, advertising the store's own brand of tonic is inserted in every package of seeds leaving the store. Upon return of the coupon properly filled out the customer is entitled to a dollar bottle of the remedy for 75 cents. This scheme sells many bottles of the tonic and at the same time secures a mailing list that is of much value to be used in future advertising campaigns.

SELLING SEEDS NINE MONTHS IN THE YEAR.

By Theo. B. Fant.

We operate three stores in the city of Anderson, South Carolina, and for nine months of the year we sell garden seeds of all varieties. The business is a fine-paying one and brings in a large amount of other trade, especially from among the rural population.

I have a garden myself and keep well enough posted on the subject of gardening to give our customers such information as they may desire.

Small seeds, the stock of which is not all disposed of in one season, can be carried over to the next, as most of them will germinate even after being kept for several years. There are a few seeds which are good for one season only, but it is easy to determine what they are, and to stock them accordingly. On the other hand, some seeds, of which the turnip is an example, improve with age.

It is best to buy the seeds in bulk and put them up in lithographed envelopes to retail for five cents each. The address of a firm making these envelopes can be obtained from any wholesaler in seeds. A description of the vegetable and directions for planting are printed on the back of each envelope.

QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. **My first job.** *Submitted by M. L. Maupin, Edgemont, S. D.*

2. **Does it pay to make your own galenicals, or is it wiser to buy them and devote your time to salesmanship, the general improvement of the store, and the increase of business?** *Submitted by Lester E. Lenrow, Newark, N. J.*

For the best answer to either of these questions we shall award a prize of $5.00. Other answers, if printed, will be paid for at regular space rates. Every answer must be at least 500 words long and in our hands by May 10.

HOW THE SEEDS ARE SOLD.

When seeds come into the store the cost is marked on each lot. Then when they are put into packages it can be determined what sized pill box is to be used in measuring them so that the desired profit can be obtained. A profit of two or three times the cost of the seeds is usually secured.

Beans and peas are not put in packages, but are sold by the pint and quart at a price that allows for at least a doubling of the original cost.

Some drug stores that I know of sell quantities of seed potatoes and onion sets. There is only a small profit on the potatoes, but on the onions it is possible to make a hundred per cent profit. These two items cannot, of course, be carried over and, in addition, the smell of the onions might be objectionable in many stores.

A scheme that sells many seeds and gets the public interested in the store is to offer a prize (generally $5.00) for the largest and best specimen of some variety of vegetable grown from the seeds bought at the store offering the prize.

The prize-winner usually takes the vegetable that has won the award and exhibits it at the county fair with his name and that of the store attached to it. He generally secures a prize there also, incidentally getting for the store considerable free advertising.

STORING AND SELLING SEEDS.

By Harvey E. Todd.

Garden seeds bear a profit of from 75 to 100 per cent, and it is comparatively easy to interest the class of people buying them in some of the other lines carried by the store. Many a good all-round customer results from the farmer whose first nickel or dime is handed over the counter for a package of cabbage or turnip seeds.

A large investment of money is not required to finance a seed department. Neither is there a chance for a lot of hard-to-dispose-of stock being left on hand as the goods are staple and can easily be carried over from one year to the next.

Good judgment in buying garden seeds is, of course, a valuable factor in handling the line, but the most important things to know are how to store and how to sell the seeds after they have been placed on sale.

We have always made it a rule to put all small seeds such as tomato, cabbage, lettuce, turnip, etc., into small, properly labeled envelopes that retail for five and ten cents. Each envelope bears a colored representation of the full-grown vegetable. The picture of a luscious, ripe-red tomato, for instance, seems to be a decided factor in making easy the sale of that particular seed. These envelopes may be obtained at a small cost.

FILLING THE PACKAGES.

To measure the amount of seed to put in an envelope we use one of the small, round pill boxes from our prescription department. A box of such size is chosen so that when filled with the seed it will allow us to sell the contents of the box at the popular price and at the same time enable us to realize the desired profit. If the appropriate-sized box is not obtainable a slightly larger one can be cut down with a pen-knife until it holds just the proper quantity.

A cabinet with zinc- or tin-lined drawers should be employed for storage purposes. One with 75 or more compartments will not take up much space, and the metal lining of the drawers prevents rats or mice from eating the contents. A label is attached to the front of each drawer in order that any desired seed may be located instantly.

All of our watermelon, cantaloup, pea, and bean seeds are sold in bulk by the pint, quart, or larger measure. These seeds are kept in ten-foot bins with eight or more compartments. The bins when painted an appropriate color serve as attractive fixtures for the store.

Pasteboard labels are attached to the various compartments by means of small tacks. The farmer can then look over the assortment, make his own selection and assure himself that he is getting the varieties desired.

The subject for discussion next month in this department is the general one of Perfumes: where to keep them, how to display them, and what are the best methods of building up a trade on them.

THE GOVERNMENT AND THE HARRISON LAW

It is rapidly becoming apparent that the government means business in the matter of enforcing the Harrison antinarcotic law and that the Revenue Department is endeavoring to widen the scope of the law far beyond what many of those who were instrumental in placing the measure on the books had reason to anticipate.

The position has been taken by a number of workers in the field of drug legislation that the measure is primarily a tax law, and as such is somewhat restricted in its latitude. The government, however, does not take this view. Rigid rulings have been laid down as to who can and who cannot register under the act; that is, pay the tax. In a telegram sent out from the department at Washington collectors have been instructed not to register any other class or individual except manufacturers, jobbers, brokers, druggists, physicians, veterinarians, and dentists.

In rulings recently issued, and which will be found on another page of this issue of the BULLETIN, nurses and osteopaths are specifically barred from registration, the clause relating to osteopaths, however, being qualified to read that those may be registered who live in States the laws of which recognize them as physicians.

It will thus be seen that the government has arbitrarily drawn the lines very closely as to who may register under the act, and that registration to all other classes except those mentioned is to be arbitrarily denied.

NEW DEPUTIES TO BE APPOINTED.

Not only is the list of those who can even have narcotics in their possession narrowed in this manner, but it is the government's intention to see that those who do register shall live up fully to the letter of the law. Police power is to be put behind the law's requirements. In the State of Michigan, for instance, two additional deputies are to be put into the field. While this may not be sufficient to cover the entire territory with any degree of thoroughness, the mere fact that extra men are patrolling beats looking for offenders will have a pronounced effect.

Moreover, it is hoped by the Federal authorities that prosecutions, whenever sufficient evidence has been collected, will be conducted in federal courts. Even though the evidence may be secured by State, county, or municipal officials, it seems to be the aim to transfer as many of these cases as possible to the United States authorities. This will undoubtedly mean a much larger percentage of convictions than could otherwise be obtained. It means, too, that local "pull" will be of little benefit to a man on trial. And more than all the rest, it means the pronouncing of severe penalties, for the law reads that in case of conviction a fine of $2000 may be assessed, or imprisonment for five years may be imposed—or both.

But this is not all. In case a druggist or physician, let us say, is convicted and merely a nominal fine is assessed against him, or in case certain other circumstances seem to justify such a course, it is said to be the intention of the government to cut off a further supply of order blanks.

NO UPHEAVAL IN EVIDENCE.

There is little evidence, so far, that the Harrison law has worked any great degree of hardship to habitués. Here and there a newspaper reader encounters a typical press story of an arrest, or possibly a suicide, but so far there has been no carnival of crime or of self-destruction. It is the belief of the authorities that the time has not yet arrived for such conditions to prevail. It is thought that habitués, in anticipation of the workings of the law, have laid in a supply of narcotics which has not yet run out.

However, that fear for the future is felt by habitués themselves or by their friends and relatives is clearly shown by letters the authorities of different States are receiving daily. These letters all emphasize the statement that it is absolutely necessary that the persons afflicted be able to get the drug they are in the habit of using. Such correspondents are almost invariably referred to their family physicians, and thus a great responsibility is laid on doctors.

Occasionally a letter is received from a

physician, asking what he shall do under certain circumstances. For instance, one doctor reported to the local collector that he had been supplying a locomotor ataxia patient with two grains of morphine daily. He asked if he would be allowed to continue the treatment. The department put the matter squarely up to the physician himself; if in his judgment the patient needed the narcotic, the department had no objection, provided legal restrictions were complied with.

These communications are not always in the form of an inquiry. Occasionally there is a complaint. One of these was received from an habitué's wife, who complained that her husband was going to a certain physician's office and getting a shot in the arm three times a day at a cost of 50 cents a shot. The lady objected to the price. It is in such cases as these, probably, that the physician's supply of order blanks will be stopped.

THE ATTITUDE OF PHYSICIANS.

It is stated that physicians object more or less to the restrictions placed on them by the new act. As a rule physicians have registered; it is only in very isolated cases that one has refused pointblank to enter his name as a dealer in narcotics. The government's ruling as to the exact meaning of the phrase "on whom he personally attends," however, is deemed particularly onerous by many physicians, being held by some as a curtailment of constitutional rights.

Then, too, the amount of writing necessary on a prescription blank—the patient's name and address in full, the registry number and the prescribing physician's name and address, and so on. All this, they claim, takes too much time. The extra mental effort required in calculating whether the mixture covered by the prescription comes within the scope of the law or not is also objected to. And it is evident that they are not altogether careful in these matters yet. Prescriptions are being received daily by druggists which do not measure up fully to all the requirements, and in many cases these prescriptions are being filled. Druggists—some of them—are taking chances.

MUST OBEY THE LAW.

Druggists should be extremely careful in this particular. So far there has been no trouble. It has taken time for the department at Washington to get its position on different points thoroughly in hand, to decide upon its policy in detail, and to issue the necessary rulings.

Physicians must obey the law, and a part of the task of seeing that they do is laid on the druggist. The latter isn't permitted to fill prescriptions which do not come up to all the requirements; if he does, he is liable under the law. Should he fail in his duty in this particular, an illegal prescription at once becomes a double-edged sword. A single unlawful order or prescription may serve as the evidence on which both the physician and the druggist may be convicted.

No doubt reasonable time will be allowed by the department for druggists and physicians to familiarize themselves with the situation, but when this time has expired the hammer may be expected to fall with rigid impartiality.

JUST A LETTER.

Owosso, Mich.

To the Editors:

Enclosed find $1.00, for which please extend my subscription to the BULLETIN OF PHARMACY one year. The renewal of my subscription doesn't half show my appreciation of this wonderful drug journal. I think I appreciate it even more than the druggist who, on arriving home after a hard day's work, dropped down into an easy chair and looked around for something to read. His wife, noticing his glance, handed him the daily paper, saying: "Here is the war news, dear." "To h—— with the war news!" he replied. "Where's the BULLETIN?"

Wishing you success, I remain,

Very truly yours,

ROBERT E. WOOD.

A SYNOPSIS OF HARRISON LAW RULINGS

As in all such measures, the phraseology of the Harrison antinarcotic law gives power to the Internal Revenue Department at Washington to promulgate such rules and regulations as are necessary to provide for the enforcement of the act. Since the law went into effect, March 1, 35 or 40 of these rulings have been issued by the department. They are very important, and should be thoroughly understood by every druggist and physician. We are giving a synopsis of them, including most of those which have appeared up to the time we go to press:

ACCEPTANCE OF ORDERS.

The words "accept" and "acceptance" as used in section 2 of the act, are held to apply to the notice of acceptance of the purchase order, or, if such notice is not given, to the shipment of the goods to the purchaser. The date of such notice or shipment will be the "date of acceptance" in such cases.

ADMINISTRATION, EXTERNAL AND INTERNAL.

Liniments, ointments or other preparations containing drugs not specifically exempt, used for oral, nasal, aural, ocular, rectal, urethral or vaginal administration, are not in such cases used externally, and are therefore not exempt from the provisions of this law.

ANALYSIS, SAMPLES FOR.

While no special provision is made in the act for the purchase by chemical laboratories of narcotic drugs to be used as test reagents in analytical work, or for the forwarding by physicians of samples for analysis, the purchase or disposal of such drugs for the purposes named would not be in violation of the act, provided the same are purchased or received by regularly established chemical or analytical laboratories, and the requirements as to registration and keeping of records, etc., are fully complied with. In either such case registration and payment of special tax will be necessary (section 1 of act), and the prescribed order blanks must be used as to all purchases of such drugs, as required by section 2 of the act.

Where such drugs are purchased for analytical work there should be kept, in addition to the duplicate order blanks, a record showing when such drugs were received, the kind and quantity received and from whom received. This record should also show as to each kind, the quantity used for analytical work and the quantity remaining unused at the close of each month.

Samples forwarded by physicians for analysis must be entered in their records (article 10, regulations 35), as, where like drugs are dispensed or distributed other than directly to patients. Laboratories receiving such samples must also enter the same on their records, as in the case of purchases above referred to.

BRANCHES, REGISTRATION OF.

Each separate branch of any firm, partnership or corporation dispensing or distributing any of the drugs coming within the scope of this law will be required to register and pay the special tax. The name of the firm, partnership or corporation should be indicated on the application for registry with the name of the manager in charge of the branch immediately beneath.

CHARITY ORGANIZATIONS.

Charitable organizations not supported solely by the State, county, or municipality must register and pay the special tax and keep a record of drugs dispensed or distributed.

CONSUMERS OBTAINING DRUGS.

A consumer, as such, will not be permitted to register under this law, and can only obtain a supply of such drugs through a duly registered physician, dentist or veterinarian.

CONTAINERS.

It will not be necessary under the provisions of this act for net weights to be placed upon containers of tablets or other preparations, so long as the proportion of the inhibited drug to the ounce is indicated thereon.

CONTAINERS, BROKEN OR DESTROYED.

Where a container becomes broken or destroyed through accident in transportation or otherwise it will be necessary for the person registered to make affidavit as to the quantity and kind of drug lost or destroyed, and keep such affidavit on file with his order forms.

CONTAINERS, USE OF PASTERS ON.

No objection to the use of pasters on containers already in stock and labeled to denote a reduction of narcotic drug to the exempted class indicated in section 6.

DEALERS, DRUGS RETURNED TO.

Where any of the drugs or preparations coming within the scope of this law were in the hands of persons on March 1, 1915, and are to be returned to a registered manufacturer or dealer from whom the same were purchased, the person returning the same will attach to the inventory made by him March 1, 1915, a memorandum of the drugs or preparations returned, specifying the kind and quantity returned and the date of return. Upon the receipt of such drugs or preparations the manufacturer or dealer will attach to his inventory a like memorandum, giving also the name of the person from whom such drugs or preparations were received.

DEPARTMENT STORES HANDLING DRUGS.

A general merchant who handles any of these drugs or preparations under authority of the State laws, must register and pay the special tax required by the Federal law.

DIACETYL MORPHINE.

As this is the chemical name for heroin, it will be classed as such.

DRUGS, EXPORTATION OF.

Pending the issuing of regulations under the provisions of paragraph (c), section 2, of this act, narcotic drugs may be exported without a special permit. The order of the foreign consignee, together with a duplicate bill of lading or other shipping receipt covering the consignment, should, however, be filed with the prescribed purchase orders on which like drugs are shipped to purchasers in the United States. Direct sales on personal application of a physician residing and practicing outside of the United States can under no circumstances be permitted, as such sales would not be regarded as an exportation within the meaning of the statute.

DRUGS DISPENSED, RECORD OF.

A physician or dentist who administers minute quantities of drugs coming within the scope of this law in his office may keep a record of the date when a stock solution is made and the date when such stock solution is exhausted without keeping a record of the name and address of each patient to whom such drugs are administered. This plan will be allowed, however, only in cases of those physicians and dentists who use minute quantities of these drugs, such as oculists, aurists and other specialists; but where a physician engaged in a general practice, otherwise administers such drugs, it will be necessary for him to keep a record of the name and address of the patient, of all drugs dispensed, distributed or administered in his office and of such drugs left with a patient to be taken in his absence. Only such drugs as are personally administered by a physician to a patient when away from his office are exempt from record.

DRUGS DELIVERED, RECEIPTS FOR.

A retail dealer in filling a prescription or order form calling for any of the drugs coming within the scope of this law is not required to demand a receipt therefor.

DRUGGISTS ENGAGED IN MORE THAN ONE BUSINESS.

A retailer having more than one place of business, or, if in any case, the retailer is engaged in more than one profession or business where any of the drugs coming within the scope of this law are made, stored, or dispensed should make application for registration in each such case.

EMPLOYEES OF REGISTERED PERSONS.

Persons registered under this new law will be held responsible for the acts of their employees in dispensing or distributing any of the drugs coming within the scope of this law.

EXEMPTION FROM REGISTRATION.

Under the act, government, State, county and municipal officers, lawfully engaged in purchasing drugs, etc., specified in that act, for the various departments of the army and navy, the public health service and for government, State, Territorial, district, county, municipal or insular hospitals or prisons, are held to be exempt, under section 1 and paragraph (d) of section 2, from the provisions of the act relating to registry and special tax; to purchase and use of such drugs, and to the keeping of records of the same. Any such officers, however, engaged in private practice, must register, pay special tax and keep the records and comply with all the requirements of the law and regulations.

EXEMPTION OF CERTAIN PREPARATIONS.

The exemptions provided in section 6 of this law are held to apply only to United States Pharmacopœia standard preparations or to remedies prepared under private formula, such as are usually carried in stock by druggists and dispensed without prescriptions, and not to pseudo preparations or remedies prepared, prescribed or sold on account of the narcotic drug contained therein.

FRAUDULENT PRESCRIPTIONS.

A druggist, when receiving a prescription for any of the drugs coming within the scope of this law, should carefully scrutinize such prescription, and where he has reason to believe that the same is forged or that the quantity of drug prescribed is unusually large, he should, before filling such prescription, satisfy himself that the same is genuine and properly prepared. Every druggist should know the signatures of the reputable, legitimate physicians in his locality, and should he fill a fraudulent prescription he would be liable to prosecution.

INVENTORIES.

Must be retained on file by person making same and not sent to the Collector of Internal Revenue or the Treasury Department. Such inventories must be sworn to. Every person, firm or company who commences business after March 1, 1915, of importing or manufacturing any of the drugs or preparations coming within the scope of this law will at the time of registering with the collector, or as soon thereafter as such drugs or preparations are imported or manufactured, make a sworn inventory of all such drugs and preparations, in the manner prescribed in article 13 of regulations No. 35.

MANUFACTURER, DEFINITION OF.

The word "manufacturer" as used in this law is not construed to be applicable to druggists or apothecaries (retail dealers), as it is necessary for practically every pharmacist to manufacture certain preparations for use in compounding prescriptions; and this office holds that but one registration will be required of such retail dealer. Such retail dealer, if so using any narcotic drugs, should keep a record of the quantity used.

MANUFACTURED EXEMPTED PREPARATIONS.

A dealer or manufacturer using any quantity of narcotic drugs mentioned in the law for manufacturing preparations which in their finished state are exempt, should keep an accurate record of all such narcotic drugs used for this purpose.

NAME IN FULL—MEANING.

A physician may sign prescriptions calling for drugs coming within the scope of this law the same as he would sign a check or legal document, *i. e.*, J. H. Smith, John H. Smith, or John Henry Smith.

NURSES, STATUS OF.

Nurses are not allowed to register and can only have narcotic drugs in their possession under direction of registered physicians. Can only obtain supplies of such drugs upon registered physician's prescription and only when nursing patient of such physician.

OINTMENTS, LINIMENTS, ETC., FOR EXTERNAL USE ONLY, containing more than the quantity of drugs specifically exempt under section 6, can be dispensed or distributed without complying with its provisions only

when such ointments, liniments and other preparations contain ingredients rendering them unfit for internal administration—in other words, they must be denatured.

OPIUM, DEFINITION OF.

In making calculations upon the amount of opium present in any given preparation, this office will take the United States Pharmacopœia standard for opii pulvis (powdered opium) containing 12 to 12.5 per cent of morphine.

ORDER FORMS, FILING OF.

Order forms filed according to systems already in use, if readily accessible to an officer of the government, will be considered as a substantial compliance with article 9 of regulations No. 35.

ORDERS NOT COMPLETELY FILLED.

It will be necessary when a wholesale dealer is unable to completely fill a retail dealer's order for both the original and duplicate orders to have made thereon a notation as to the quantity or quantities supplied, and the date and the subsequent filling of such order should also be indicated on both the original and duplicate order forms.

ORDER FORMS, LACK OF SPACE FOR COMPLETE ORDER.

Where more drugs or preparations are to be ordered than the space on the order form will permit, it will be necessary to make use of additional order forms. The attaching of extra sheets to these forms is not permissible.

ORDER FORMS, NOT TO BE USED AS PRESCRIPTION BLANKS.

Original and duplicate order forms are only to be used for obtaining a supply of the drugs and preparations covered by this law, and can under no circumstances be used as a prescription.

PAREGORIC, STATUS OF.

Camphorated tincture of opium, prepared according to the United States Pharmacopœia standard, contains not quite two grains of powdered opium to the fluidounce, and is therefore exempt from the provisions of this law.

PARTNERSHIPS OF PHYSICIANS.

Where two or more physicians, dentists, or veterinary surgeons are in partnership, doing business under a firm name, it is necessary for the firm to be registered, the firm registry number to be indicated in ordering any of the drugs for use in the office practice of the members of the firm; each individual physician, dentist, or veterinary surgeon in such partnership should register and pay the special tax under his own name, if also engaged in private practice.

PHYSICIANS, DENTISTS AND VETERINARIANS PRACTICING IN MORE THAN ONE DISTRICT.

A practitioner maintaining an office in more than one internal-revenue district must register in each district. If not maintaining more than one office, registration in one district permits him to practice in any other district with but one registration.

PRESCRIPTION BLANKS.

A physician, dentist, or veterinary surgeon can make use of any prescription blank, provided the same is properly dated and signed and has indicated thereon the physician's address, his registry number, and the name and address of the person for whom such prescription is written. The Government does not furnish a form upon which prescriptions may be written and the special order form can not be used for this purpose.

PRESCRIPTIONS, PARTIAL FILLING OF.

Original prescriptions only can be lawfully filled by druggists, and the partial filling of such prescriptions, from time to time, where large quantities of drugs have been prescribed, will, under no circumstances, be permitted.

PROPRIETARY PREPARATIONS WITH AN EXEMPTED AMOUNT OF NARCOTIC DRUG.

It will not be necessary for a registered physician, in order to secure patent or proprietary medicines containing less than amounts named in section 6 of this law, to furnish with such order a government blank.

PROPRIETARY ARTICLES ON HAND OR IN COURSE OF MANUFACTURE ON MARCH 1.

(Where the same are in the hands of dealers, manufacturers or persons not authorized to register, or in process of manufacture under like conditions.) By the provisions of this law unregistered persons, except those specifically exempt, are not authorized to manufacture, deal in or have in possession or control any prohibited drugs. The law is mandatory and has provided no escape from its provisions from the date of its taking effect, March 1, 1915. The purpose of postponing the taking effect of the law for two and one-half months from the date of its passage, December 17, 1914, to March 1, 1915, was doubtless to give dealers and manufacturers time to dispose of the drugs which they could not otherwise handle after that date. If they failed to do this the responsibility rests with them, and they must immediately comply with the law by ridding themselves of the possession of the prohibited drugs in any and every form, either by destruction or otherwise; *i.e.*, manufacturers will be permitted to reduce the drugs to the allowed proportion of opium or coca leaves or their derivatives, and in the case of dealers where not prohibited by the transportation proviso, that is, where the unlawful compound can be immediately returned to the manufacturer, such manufacturer might act as agent for the dealer to reduce the opium or coca leaves or their derivatives contained therein to a legal basis. This, of course, could only be done within the State, as distinct prohibition extends across State lines. Conditions may also exist where the prohibited drug or preparation may be exported under the provisions of paragraph (c), section 2, of the law.

REFILLING PRESCRIPTIONS.

Only original prescriptions can be filled by druggists and apothecaries, and these prescriptions can not be refilled without violating this law.

REREGISTRATION.

A person properly registered under one line of business cannot transfer his registry number to another line of business.

REGISTRATION, WHO ELIGIBLE FOR.

The following persons legitimately engaged in the practice of their profession, and dealers allowed by the

State laws to handle narcotic drugs, are eligible to registry under this law:

Persons engaged in the practice of medicine and surgery.

Persons engaged in the practice of dentistry.

Persons engaged in the practice of veterinary medicine and surgery.

Persons engaged in the importation and sale of drugs.

Persons engaged in the manufacture and sale of drugs at wholesale.

Persons engaged in the manufacture and sale of drugs at retail.

An osteopath, therefore, or other person heretofore administering these drugs, if not classed as a physician in the State in which he resides, would not be permitted to register under this law.

SALESMEN, TRAVELING.

Persons desiring to register under this law must have some fixed place of business where sales are made and where purchase orders received by them can be kept on file for the inspection of a government officer. Traveling salesmen will not be able to comply with these requirements, but no objection is seen to such salesmen soliciting orders and forwarding the necessary purchase orders to their employers to be filled by them. Such purchase orders received from registered persons in any intenal revenue district may be filled by a firm in any other district, but the same, when accepted, should be filled according to their serial numbers as to district.

SALES, ACCOMMODATION.

A druggist making an accommodation sale to another druggist in an emergency will be regarded as a retail dealer.

STATE LAWS.

This act in no way interferes with the operation of the laws of any State respecting the manufacture, sale or use of narcotic drugs, unless such laws are in direct conflict therewith.

SPECIAL TAX STAMPS.

The special stamp must be posted in a conspicuous place by every person registering under this law.

THIRD PARTY SHIPMENTS.

Wholesale dealers or jobbers in narcotic drugs when unable to fill orders received from retail dealers may send their own purchase order to the manufacturer with request that such drugs be shipped directly to the retailer. In such cases orders so sent must give the name of the retailer and his registry number and number of his purchase order. No objection is made to having drugs invoiced to the jobber when so requested by the registered retailer in ordering directly from the wholesale dealer.

MIGHT WELL SERVE AS A MODEL

In a number of States antinarcotic laws are now pending, the object sought being to bring State law into conformity with the Harrison act which went into effect March 1. A great deal of confusion exists, for these new measures do not all of them possess the same characteristics.

A number of model laws have been drafted, but for the most part these will be of little use during the present sessions of the legislatures in the different States; a consideration of them must necessarily go over until next winter, or the winter following.

A bill now before the Michigan legislature, printed in full below, scores the point of briefness, not to mention other salient features. It was drafted by the legislative committee of the State Pharmaceutical Association, assisted by Chas. M. Woodruff, secretary of the National Drug Trade Conference, and is well worthy of careful consideration by legislative committees and others who have in charge the promotion of legislation of this character.

A BILL

TO REGULATE THE SALE, DISPOSITION, DISTRIBUTION AND POSSESSION OF CERTAIN HABIT-FORMING DRUGS.

The People of the State of Michigan enact:

Section 1. It shall be unlawful for any person to sell or offer for sale, give away or offer to give away, dispense or distribute or have in his possession for sale, giving away, dispensing or distribution any opium or coca leaves, or any compound, manufacture, salt, derivative or preparation thereof except as hereinafter provided.

Section 2. Nothing in this act shall apply to preparations and remedies which do not contain more than two grains of opium, or more than one-fourth of a grain of morphine, or more than one-eighth of a grain of heroin, or more than one grain of codeine, or any salt or derivative of any of them in one fluidounce, or, if a solid or semisolid preparation, in one avoirdupois ounce; or to liniments, ointments, or other preparations which are prepared for external use only, except liniments, ointments, and other preparations which contain cocaine or any of its salts or alpha or beta eucaine or any of their salts, whether produced naturally or synthetically: Provided, That such remedies and preparations are sold, distributed, given away, dispensed, or possessed as medicines, and not for the purpose of evading the intention and provisions of this act. The

provisions of this Act shall not apply to decocainized coca leaves or preparations made therefrom, or to other preparations of coca leaves which do not contain cocaine.

Section 3. Any pharmacist, druggist, or other person who may lawfully practice pharmacy and dispense drugs under the laws of the State may dispense any drug or drugs mentioned in Section 1 of this act upon a written prescription or order of a physician, veterinarian or dentist duly qualified to practice under the laws of this State, which prescription shall be retained in the pharmacy or store in which the same was dispensed, by the proprietor thereof or his successor for a period of two years. Said prescription shall be filled but once and no copy of it shall be taken by or furnished to any person, except the same be required for the enforcement of this Act.

Section 4. Any manufacturer or jobber of any or all of the drugs mentioned in section one of this Act, any wholesale druggist, any pharmacist or druggist who may lawfully practice pharmacy and dispense drugs under the laws of the State may sell any item mentioned in section one of this act to any such manufacturer, jobber, wholesale druggist, pharmacist, druggist or to any lawfully practicing physician, veterinarian or dentist, but only upon a written order duly signed by such manufacturer, jobber, wholesale druggist, pharmacist, druggist, physician, veterinarian or dentist, which order shall show the item or items ordered and the date of delivery; and which order shall be kept on file in the laboratory, warehouse, pharmacy or store from which it was filled by the proprietor thereof or his successor for a period of not less than two years from the date of delivery.

Section 5. The prescriptions and orders required to be kept on file by this act shall be at all times open to the inspection of any constable, police officer, member of the State board of pharmacy, member of the State board of health, food and drugs commissioner or inspector, and inspector of pharmacies, each of whom shall be permitted to make such notes therefrom and such copies thereof as he may deem wise.

Section 6. Nothing in this act contained shall be construed to forbid or regulate the dispensing or distribution of any of the drugs mentioned in section one of this act by or under the instructions of a lawfully practicing physician, dentist or veterinarian in the course of his professional practice, and not for the purpose of evading the provisions of this act.

Section 7. Any person who shall make any false pretense for the purpose of purchasing or obtaining any of the drugs mentioned in section one of this act when it would be unlawful to sell, give away or dispense the same to him, shall be liable to the penalties of this act, whether he succeed in purchasing or obtaining same or not.

Section 8. Any person violating any of the provisions of this act shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be subject to a fine of not more than five hundred dollars or imprisonment for not more than one year, or by both such fine and imprisonment in the discretion of the court.

Section 9. Act No. 30 of the Public Acts of 1909 and all acts amendatory thereof are hereby repealed.

BEST PAYING SIDE-LINES—Dollar Safety Razors

25th Paper

By A. C. PENN

While there will always be a sale for blade razors, the great majority of new shavers naturally turn to the safety. That big army of young men who are beginning to shave for the first time invariably buy safety razors, and at least nine times out of ten they purchase a popular-priced article. They won't always use the same kind of safety razor either, for every man who shaves himself is anxious to have the razor which will give him the best shave, and will keep continually trying until he finds the one that suits him.

The vital point of every razor is its blade. The user senses the irritation or satisfaction from his razor blade quicker than from any other article. The man who starts the day with a clean, smooth shave feels good; he passes his hand over his face with a feeling of satisfaction and pleasure. The man who is unfortunate enough to begin the day trying to shave with a poor razor has a bad start—he is dissatisfied.

From the minute he leaves his home he is a probable customer. If you are selling good safety razors, or perfect blades which fit that man's razor, your display of these goods, or the sign in your store window advertising them, will often be the means of creating either a twenty-five-cent sale of a package of blades or a sale of a good safety razor at a dollar or more.

RAZORS AND DOLLARS.

I believe it is reasonable to expect the retail merchant to sell more razors at one dollar each than he will at five dollars. If you are handling safety razors and desire to obtain your share of the business, you will probably want to have some five-dollar razors in stock, but your sales

will naturally be largely of razors that retail for one dollar. One dollar is the best selling unit in our money. More razors can be sold for one dollar than it is possible to sell at any other price. The probable reason is that this sum is the lowest unit in our money for which the average man has any respect. Very few men can tell you exactly how much change they have in their pockets, but most of them can tell you exactly how many dollars they have. Razors selling for less than one dollar are hardly worth while to you or the consumer.

Another point to be reckoned with in the safety razor business is that regardless of how much merit the old-style blade razor possesses, it is difficult for the average man to keep it in good condition. A good safety razor is always ready.

A good safety razor, set at the correct angle, fitted with a smooth bar-guard and a perfect blade, will enable the user to keep his face in better condition than he will by the use of a blade razor. The most satisfactory safety razor is the one that is set correctly, that is, shaped so that the blade lies flat on the face. It must also be easy to clean and to readjust.

PERFECT BLADES ESSENTIAL.

If you have the right kind of a razor with a perfect blade, attractively finished and presented in a handsome, serviceable case, and if it retails at the universal selling-unit, one dollar, you have an item in your cutlery stock that is strong on turnover and reasonably long on profit.

I believe that every razor blade, if properly stropped, will give better satisfaction. The great difficulty has been how to do it. A safety razor blade should be put into a holder that will permit the blade to lie on the strop at the proper angle so as to prevent turning. It should not be stropped rapidly, but smoothly and slowly, with a natural stroke. Stropping the razor before using it will remove all the little dust particles that have accumulated in the hundreds of microscopically small teeth that make up the edge of the blade.

Every time you sell a good safety razor you are selling an article that will bring men back to your store for blades. Every time these men come back there is a possibility that they will be attracted by other goods. No other cutlery item will, in addition to paying you a good profit on the original sale, create more sales for you than safety razors.

Select one make, the one equipped with the best blades, and encourage the sale of that particular razor. Selecting the one with the best blades is important, for after all it's the blades that will make or break a safety razor business.

SOME INTERESTING INCOMPATIBILITIES DISCUSSED

"Three Interesting Incompatibilities" was the title of a most instructive talk given by Professor Wilbur L. Scoville at a recent meeting of the Detroit Branch of the American Pharmaceutical Association. Several points new to many of the members present, and of practical interest to pharmacists in general, were brought out.

QUININE WITH ORGANIC ACIDS.

The first incompatibility discussed was that of quinine with organic acids resulting in the formation of an isomeric poisonous compound known as quinotoxin, having none of the febrifuge properties of quinine.

It is commonly known that this compound is formed whenever a salt of quinine, such as the sulphate, is heated with an organic acid, such as citric, acetic or salicylic. It has been demonstrated, furthermore, that some of this poisonous quinotoxin is formed at even so low a temperature as that of the body. This may explain the idiosyncrasies of certain people when compounds containing quinine are administered in combination with organic acids. The reactions experienced by the patients are not caused by the quinine but by the quinotoxin.

The presence of iron in the mixture greatly accelerates the formation of the compound. A combination such as elixir of iron, quinine and strychnine is particularly susceptible. Compounds in which quinotoxin is formed grad-

ually darken in color and this color change may be considered as an indication of the presence of the poisonous substance.

Professor Scoville showed several samples of preparations in which quinotoxin was present as a result of the compounds being exposed to the action of light alone. Contrary to the ordinary impression, the change in color evidenced in elixirs of iron, quinine and strychnine is not always due to the caramelization of the sugar but in part to the development of the quinotoxin caused by the liquid, in flint bottles, being exposed to the light.

By storing the preparations in amber bottles protected from the light the formation of quinotoxin is inhibited. The use of mineral acids in addition to the organic also hinders the change.

QUININE AND ASPIRIN.

An important incompatibility between quinine and aspirin was likewise demonstrated by Professor Scoville. A mixture of equal parts of the two, after standing for a period of three years, was found to be transformed into a light-brown syrupy mixture having a distinct odor of acetic acid.

Aspirin, or, as it is known chemically, acetylsalicylic acid, is an unstable body which readily splits up into acetic and salicylic acids in the presence of water.

Quinine sulphate contains seven molecules of water of crystallization and this probably starts the decomposition of the aspirin. The organic acids, in turn, slowly change the quinine into the isomeric quinotoxin. The final liquid that results in this case is probably caused by the quinotoxin forming a eutectic mixture with the salicylic acid, which is liquid at ordinary temperatures.

Reactions of this sort take place more readily at elevated temperatures. An intimate mixture of equal parts of quinine and aspirin, heated in a test-tube in a steam-bath is found first to soften and then to liquefy. This illustrates what takes place very slowly in the mixture of the two powders when allowed to stand for a number of months.

A further incompatibility of organic acids mentioned was that which occurs when combinations of a ferric salt with an organic acid are exposed to the action of sunlight. When a liquid preparation such as beef, iron and wine is exposed to the light in flint bottles, a gas is generated which sometimes causes the bottle to burst. This reaction is not due, as is sometimes supposed, to the fermentation of the product, but is caused by the action of the ferric salt upon the organic acid present. In the case of the beef, iron and wine, the tincture of citrochloride of iron used in making the preparation causes the trouble. The light reduces the ferric salt to the ferrous condition, and in so doing the citric acid is broken down into water and carbon dioxide. The resulting gas generated in this manner causes the bottle to burst.

A color change also takes place in combinations similar to the one mentioned. A bottle of tincture of citrochloride of iron when subjected to direct sunlight loses its bright-green color, due to the reduction of the ferric salt to the ferrous condition. The difficulty can be obviated by storing these preparations in amber-colored bottles away from light.

BORIC ACID, TARTARIC ACID, AND AMMONIUM CHLORIDE.

The last incompatibility illustrated was that of a tablet composed of boric acid, tartaric acid and ammonium chloride, in which a pronounced odor of hydrochloric acid was perceptible. The combination of the two comparatively weak acids forms a compound strong enough to liberate hydrochloric acid from the ammonium chloride.

In the general discussion which followed Professor Scoville's talk Leonard A. Seltzer described a peculiar reaction that he had recently met with in his practice.

He said a physician who prescribed hexamethylenetetramine in gelatin capsules advised him that the capsules passed, undissolved, through the patient and desired to know the reason for the lack of solubility. Mr. Seltzer's theory is that when the capsules enter the stomach some of the acid in the gastric fluid penetrates the capsule and liberates formaldehyde from the hexamethylene. The formaldehyde, in turn, renders the gelatin impervious to the action of the digestive fluids and causes the capsules to be eliminated, undissolved, from the body.

Mr. Seltzer recommended that whenever a prescription for hexamethylene in capsule form is received the doctor be notified of the incompatibility and asked to prescribe the medicament in powder papers or in konseals.

THE EXPERIENCES OF A TRAVELING SALESMAN

2d Installment

By J. E. E.

When this series of articles was first suggested I made it plain to the editor of the BULLETIN that the installments would be prepared from month to month, as occasion arose, and that each would be done quite offhand. I pointed out that this would probably mean two things: first, that the articles might appear a little disjointed at times, and secondly, that an incomplete development of certain points connected with a traveling man's work might occasionally leave a wrong impression.

In going over the section printed in the BULLETIN last month, the thought has come to me that I might have transgressed in the latter particular right at the beginning. I do not want to go on record as stating that traveling men do not get good pay, comparatively speaking. It must be remembered that the time of which my first installment treated was a remote period: 12 or 15 years ago. 'Way back in the stone age, you see.

Salaries have increased materially since then. But while road salaries have increased, so have drug-store salaries, and the cost of living as well. So, after all, the point I was getting at comes out the same.

I do not know what the average wage is, and so far as this series of articles is concerned the point is immaterial. Some road men, I know, make big money, particularly in the hat, clothing, dry goods, and jewelry lines. But drug men's territories are small, competition is particularly keen, and taken altogether they have little opportunity. The highest salary that I personally knew of 12 or 15 years ago was $2500 a year, and this man had been on the same territory for the same house for 21 years.

So much by way of clearing the decks; now let us get into the collar and drag into view another section of the past.

My first week's work consisted of looking over the stock and getting acquainted with it to a certain degree, and of grinding out by hand a loose-leaf sundry catalogue. It was not a particularly agreeable occupation, and I was glad when the week was over.

Monday morning I had expected to take up the white man's burden in dead earnest; to go out among the druggists and take thousand-dollar orders. In this, however, I was somewhat agreeably disappointed, for word had come in Sunday that one of the regular road men was sick and in all probability wouldn't be able to go out for a week, and it had been decided to send me out in his place.

It now became necessary for me to fit myself up a little. First of all, I would have to have a new grip—a grip such as traveling men carried. The house would supply me with a traveling case for my catalogues, stationery, a few sundry samples, etc., but it was up to me to properly encase my nightshirt and toothbrush. So I did what most new traveling men do. I went and bought a brand-new grip, a yellow one that would have flagged a bull across a 40-acre lot.

As far as branding myself as a new man was concerned, I might just as well have gone to a sign painter and got a card printed: "Look At Me—I Am Green!" True, even an old man at the game has to take out a new grip once in a while. But an old man can get away with it; the chances are that he is well acquainted on the territory, and then, too, his general air doesn't give him away. But take a new grip in the hand of a youngster who is all eyes, and there is no call for a tag or a megaphone man.

There is another mark of the novice, too. Perhaps there never was a man who went on the road who didn't think that one of the first essentials was some accident insurance. Particularly do young men like this sort of thing, for most of the traveling men's protective companies supply a little button for the coat lapel. This becomes at once a badge of distinction.

I started out Monday noon. The first five towns I was to make were not large enough to have drug stores. This meant that every general store in town had a little bunch of drugs, and that I was to call on them all. The house supplied me with a list of customers in each place, but I was instructed not to confine

myself exclusively to customers, for one of the marks of a proficient salesman, I was told, was the capacity to bring wandering sheep into the fold.

I got two little orders in the first town I made—one of them being for a barrel of kerosene oil. The two orders, put together, probably footed $30. I felt very much discouraged.

In the next town I sold a dispensing physician about $4.00 worth of pills, tablets, etc., and it took me about four hours to do it. A train schedule had been worked out for me at the house before I left, and according to this time-table the appointed hour to move on had now arrived. There were three other customers to call on, but I didn't have time. So I left them in the lurch, and made a dash for the depot. The train was an hour and a half late, but I sat down and waited for it, fearful that it might get away.

In the next town, Petersburg, I was to stay over night. There were six customers in this place, and I can recall that one's name sounded very much like Sapolio. After supper I went out to call on this man. I had been told at the hotel that he ran a little pool room up on the hill, and I found him alone in his place of business. I thought it would be a nice shrewd move to spend a little money with him, particularly as business seemed unusually slack. So we played five games of pool. Then I paid for all five games, flashed my identity, took out my order book and asked him what he wanted.

"Oh!" he replied, "I am not the man you are looking for. It's my uncle. He runs a heading and stave mill down by the river."

My first real lesson—at a total cost, including extra cigars and soft drinks, of $1.15!

Ford Brothers was the name of the first drug firm that fate put me up against, and I could not have gone up against it more awkwardly if I had been foolish or deaf and dumb.

I had not yet had supper, and in going from the train to the hotel that was down on my list, I had to pass Ford Brothers' store. It struck me that it would be a good idea to step in and bluntly ask if there was an order for me. If there was, I could eat my supper, and then go and get it. If there wasn't, I had nothing to do during the balance of the evening but to write to my best girl.

At that hour of the day there were few customers in the drug store—none, in fact. I found a man who looked as if he owned the place in conversation with another who looked like a traveling man. Now I was hungry and didn't propose to wait. So I butted in. I introduced myself, named the firm I represented, and put my blunt question. I got an answer straight from the bat, and there was a swear-word in it.

The sarcastic grin that warped the third man's homely face haunts me yet. Without doubt he was a competitor.

It is useless to detail the week's experience. For that matter I don't seem to remember much of it. I can recall, however, how luxurious it seemed to loll back in a red-cushioned seat and be yanked from town to town. I observed that other traveling men read more or less, but for me—nix; I nearly got cross-eyed scooping up the panoramic landscape. Everything was new to me, and I enjoyed myself immensely.

There was one thing that bothered me, though. The orders I got—and I did fairly well I was told, later—were all small. It is highly probable that during the week I didn't take an order that footed half a hundred dollars. I charged this up to lack of experience; to poor work, in fact. It seemed to me that a good man might have increased these orders a great deal; might have rolled some of them past the 100 mark. I felt that I might learn to do so when I had come to comprehend the true significance of the big word salesmanship. I didn't know then, as I learned later, that the most abused word in all the English language is salesmanship, and that drug orders, like potatoes down on the Maumee, naturally grow small.

The following Monday morning I started out to work the city. I was to make half the drug stores every other day; that is, one-half one day, the other half the next. This would keep me busy during the forenoon; in the afternoon I was to work other stores and institutions, many of them entirely foreign to the drug business. And here again I experienced the small order difficulty—only more so. They were extremely, excruciatingly small. I soon learned why. City stores order every day—sometimes a dozen times a day. To a certain extent they let the wholesaler carry their stocks.

And I soon found out that there were two drug stores that I couldn't sell at all. This bothered me a great deal at first, for I knew both of these men to be good customers of the house. And what lent an added tinge of mystery to the situation was that I was very well received in each store.

I remember showing one of these men a number of samples of hair-brushes that I carried in my grip. He looked them all over, counted the bristles, compared them with some brushes he had in stock, and tried them all on what little hair he had left—and then didn't buy! It so happened that I went from this store directly to the house, and while there heard a telephone order called back to my friend, the hair-brush man, for a 1/12 dozen each of the numbers I had shown him.

Now why had I not received that order? The situation bothered me considerably until I told my troubles to the pink-faced young man who had been instrumental in getting me a situation with the house. He laughed at first; then he began to say things.

"You're being double-crossed, that's all," he said. "Both of these men are particular friends of the man whose place you took. They resent your intrusion."

This proved to be the case. I never sold these customers a dollar's worth of goods during my stay on the city salesman's job.

And all this was in the good old summertime. I wasn't supplied with an automobile, or a team of horses, or even a mule. I was loaded down each day with a gripful of sundries that would have made a Newfoundland guide bow-legged, and then sent out into the hot sun without an umbrella. I weighed something like 225 pounds myself, and you can imagine about how much enjoyment I got out of being city salesman.

There were periodical bright spots, however —oases in the desert. These were the three days' trips every two weeks out into the shade of the big trees. I enjoyed this trip thoroughly, although I shall never forget the agony of the first round over the beat, for the management was hard-hearted or short-sighted enough to weigh me down with a couple of stationery trunks.

Now no one who hasn't been up against the game knows how hard it is for a new man to see new customers, make new trains, and do all the other things that are absolutely new. Until he gets his bearings the process is good neither for his digestion, his nervous system, nor the starch in his boiled shirt. Bad enough, at best; but tie to each section of his coat-tail a stationery trunk—may the Lord help him!

I knew by this time that a drug man ought to "make" at least three small towns a day. With my trunks I could average but one a day. I was supposed to make the trip in three days. It took me a week.

There was one advantage in having the trunks, though. I sold goods in every town.

But there was a disadvantage also. When you take out a special line, like stationery, you must be careful to whom you show your line first. If there are two or three drug stores in the town, say, you must go to these men in the order of their importance to your house. If you go to No. 2 first, and No. 1 finds it out, he is going to remember it against you; your business is bound to be damaged. And there is another thing that must be considered. You must not sell two men in the same town the same line of goods, if you can help it. The proper procedure is to get your best customer to look you over first, and permit him to make his selections. Then in so far as you can, the thing to do is to hide the samples of the numbers he has selected, and let the next customer choose from the remainder—and so on down the line. That is the only way you can keep peace in the family and at the same time protect your own interests.

I didn't know these things, of course, and I made several blunders. From one of these I never recovered; that is, I never was able thereafter to sell that particular customer anywhere near the amount of goods that my predecessor had sold him. He dealt with the house just the same, but he would mail the orders in with the request that a friend of his in the house be given credit for them. This is as black an eye as it is possible for a customer to give a traveling man.

(To be continued.)

Next month we shall resume "The Soda Fountain" department, and shall have a lot of good stuff during all the summer months.

THE SAUNTERER

In a drug store that I happened to be in the other day I noticed that the proprietor put all cigars sold into paper cases before handing them out. A legend on these cases read: "We have them—those chocolates that your wife used to like so well before you were married. Shall we send a box to the house by special messenger?"

* * *

While glancing over a newspaper published in an upstate town, I ran across a drug-store advertisement that shows the folly of trying to crowd two distinct announcements into one small space. It was evidently the policy of this particular proprietor to exploit, in part of his newspaper space, his indigestion remedy, and then devote the remainder of the space to the announcement of some other specialty featured by the store.

Here is the way his ad. ran: "Our Luncheonette Special To-day—Hot Beef Pie." And right under it: "Our Bismuth and Pepsin Tablets Relieve Indigestion."

Rather an unfortunate combination.

* * *

Stepping up to the cigar counter in one of Detroit's busiest stores, I planked down a dime for my favorite after-dinner smoke.

Much to my surprise the clerk handed me not one, but two, of the cigars. He explained to me that, in order to boom the brand, the firm was giving one cigar free to every third customer.

Upon standing around for a while and watching the pleased smile that came over the face of every third customer, I was convinced that the store was not only booming the particular brand, but was also increasing the number of more-than-satisfied customers.

* * *

The cigar department in another down-town store is making use of the following scheme to get the trade coming its way:

On Monday of each week all cigars selling for five cents straight are offered at six for a quarter. On Tuesday all straight tens can be had at three for 25 cents. Wednesday, 25 cents buys four three-for-quarter smokes. On Thursday the fifteen-cent cigars sell at two for a quarter, and on Friday three 25-cent smokes can be obtained for half a dollar.

On Saturday and Sunday the offers of the five preceding days are all repeated, the customer buying at a considerable reduction his favorite cigar, be it the popular nickel straight or the aristocratic twenty-five-center.

* * *

About a month ago I went into a corner drug-store with twenty-five cents and the intention of buying a package of blades for use in my safety-razor. The clerk, however, instead of handing over the blades without comment, suggested that I bring in my dull blades and have them resharpened. He told me that for my twenty-five cents I could have a keen edge put on a dozen of the discarded blades. I took him up, brought in my dozen, and when I got them a week later they worked as well as new ones would. The clerk says that the store acts as an agent for a concern that makes a specialty of resharpening razor blades, getting a 33 1/3 per cent commission on all work turned in.

* * *

Here's an out-of-the-ordinary price-card that I saw suspended over a display of toilet soap the other day. It was made by the use of two playing cards and a little marking ink.

At the top of the price-card was pasted the three of diamonds. Right under it was printed the word "for," and underneath that appeared the ten of diamonds. The sign told whoever looked at the display that the soap was for sale at three cakes for ten cents, and did it in a manner that got away from the every-day method of the printed placard.

The clerk behind the soap counter told me that the first sign used consisted of the three, four, and ten of diamonds. That meant "three for ten" also, but it was too intricate for the prospective customer to decipher readily. As the clerk expressed it, "The sign was over their heads."

"The Saunterer" is continuing his observations, and will have another grist of good stuff next month.

BOARD QUESTIONS ANSWERED

A PENNYSLVANIA EXAMINATION.

(*Continued from the March* BULLETIN.)

16. (*a*) State why an emulsion should be made to properly prepare a prescription calling for creosote carbonate, two drachms, and sherry wine, four ounces. (*b*) Give details as to how you would prepare such a prescription.

(*a*) Creosote carbonate is insoluble in the wine. A homogeneous mixture of the two can best be secured by exhibiting them in an emulsion.

(*b*) Add to the creosote carbonate two drachms of almond oil and triturate thoroughly this mixture with two drachms of condensed milk diluted with one drachm of water. To this add the sherry wine gradually, with constant trituration.

17. (*a*) What are emulsions? (*b*) Name a natural emulsion. (*c*) Upon what does the permanency of an emulsion depend?

(*a*) An emulsion may be defined as an intimate mixture of immiscible fluids, or of a fluid and an insoluble solid, by means of some intermediate agent. Emulsions are milky appearing mixtures, usually somewhat viscid. They often separate into two layers upon standing. The term is usually applied to mixtures of oily, fatty, waxy, or resinous bodies with water, but is also applied to intimate milky mixtures of fluids which are insoluble in each other (as chloroform, benzine, etc., with water), or sometimes to the suspension of an insoluble powder in water by means of an emulsifying agent.

(*b*) Ordinary milk.

(*c*) The permanency of an emulsion is primarily dependent upon division of the insoluble substance into minute particles. It is also necessary to prevent these particles from coalescing on standing.

18. (*a*) Define the "breaking" of an emulsion. (*b*) What are some of the causes of "breaking?"

(*a*) "Breaking" in an emulsion occurs when the mixture separates in such a manner that a homogeneous mixture cannot again be obtained by reagitation or retrituration.

(*b*) "Breaking" may be occasioned by the insoluble substance not being in a sufficiently minute state of division, by failure to use the emulsifying agent in the proper proportion, by faulty manipulation, or by the use of improper ingredients. The application of heat causes an emulsion to "break." The presence of an appreciable amount of alcohol, neutral or acid salts, acids, or glycerin also causes the preparation to separate.

19. (*a*) State how the emulsifiability of various substances differs. (*b*) Name some of the best emulsifying agents.

(*a*) Fixed oils, as cod-liver oil, castor oil, seed oils, etc., emulsify more readily than volatile oils, as turpentine oil, the fragrant oils, etc. Many bodies, as creosote, camphor, some oleoresins, phosphorus, etc., cannot easily be emulsified alone, but can readily be made into an emulsion if first dissolved in a fixed oil, which is then emulsified.

(*b*) Acacia, tragacanth, yolk of egg, condensed milk, casein, almond seeds, and Irish moss.

20. How should a prescription calling for two drachms of tincture of guaiac and three ounces of water be prepared?

Use in place of two drachms of water an equivalent volume of mucilage of acacia. Mix this with the water. Add the tincture gradually with constant trituration.

21. A fluidounce of water weighs 456.392 grains. Demonstrate the volume of one grain of water.

One fluidounce of water measures 480 minims. Dividing 480 by 456.392 gives 1.051 minims as the volume of one grain of water.

22. Demonstrate the weight of one minim of water.

One fluidounce of water contains 480 minims and weighs 456.392 grains. Dividing 456.392 by 480 gives .9508 grain as the weight of one minim of water.

23. Demonstrate the number of minims contained in one cubic centimeter.

One fluidounce is equivalent to 29.5737 cubic centimeters or 480 minims. Dividing 480 by 29.5737 gives 16.23 minims in one cubic centimeter.

24. Demonstrate the number of grammes contained in an avoirdupois pound.

One gramme is equivalent to 15.4324 grains and an avoirdupois pound is equivalent to 7000 grains. Dividing 7000 by 15.4324 gives 453.584 grammes contained in one avoirdupois pound.

25. Demonstrate the number of fluidounces contained in one liter.

One fluidounce contains 480 minims and one liter contains 16230 minims. Dividing 16230 by 480 gives 33.8125 ounces contained in one liter.

26. Formula for tincture of opium:

Granulated opium . . . . . 100 grammes
Alcohol,
Water,
Diluted alcohol, each, q. s. ad. . . . 1000 Cc

If granulated opium costs $10.00 a pound and alcohol $2.80 a gallon, assuming that 550 Cc. of alcohol is required to prepare the foregoing quantity, how much will one pint of this tincture cost?

There are 453.584 grammes in one avoirdupois pound, and if one pound of opium costs $10 or 1000 cents it follows that the cost of 100 grammes may be determined by dividing 100 by 453.584 and then multiplying the result by 1000. Doing this we get $2.20 (220 cents) as the cost of the 100 grammes of opium.

Reasoning similarly in the case of the alcohol (costing $2.80 a gallon or 35 cents a pint) we divide 550 by 473.18 (the number of cubic centimeters in one pint) and then multiply by 35 to get 40 cents as the cost of the alcohol used.

The sum of 40 cents and $2.20 gives us $2.60 as the cost of 1000 Cc. of the tincture. And as one pint is equivalent to 473.18 Cc. it follows that 473.18 divided by 1000 and then multiplied by 260 cents gives us $1.23 (123 cents) as the cost of one pint of tincture of opium.

27. Write in full the official Latin name for each ingredient in the following:

(*a*) Bromine . . . . . 1 grain.
(*b*) Tinct. nucis vom. . . . . 2 fluidrachms.
(*c*) Tinct. capsicum. . . . . 2 fluidrachms.
(*d*) Liq. potass. arsenit. . . . 1½ fluidrachms
(*e*) Potass. acetatis. . . . . 2 drachms.
(*f*) Tinct. cardamom comp.
q. s. ad. . . . . 4 fluidounces.

M. et sig.: Teaspoonful in water four times a day.

(*a*) Bromum, (*b*) Tinctura Nucis Vomicæ, (*c*) Tinctura Capsici, (*d*) Liquor Potassii Arsenitis, (*e*) Potassii Acetas, (*f*) Tinctura Cardamomi Composita.

28. How would you weigh the first ingredient in the foregoing prescription?

Bromine requires excessive care in handling and should not be weighed on a balance as the fumes arising from the bromine destroy the metal. All operations involving the handling of it should be carried on under a hood or in the open air. To obtain one grain of bromine, take with a graduated pipette a convenient quantity, say five minims, of the liquid bromine and dissolve it in enough dilute alcohol to give a resultant volume of 150 minims. Ten minims of this solution represents 1/3 of one minim of bromine. As the specific gravity of bromine is three, the ten minims of the solution representing 1/3 minim of bromine is practically equivalent to 1 grain of bromine, the quantity desired.

29. How would you prepare the prescription presented in question 27?

Mix the one grain of bromine obtained as described in question 28 with an ounce of the tincture of cardamom compound. Dissolve the potassium acetate in the solution of potassium arsenite, add to it the tincture containing the bromine. Then add to this the tincture of capsicum, the tincture of nux vomica, and finally make the volume up to four fluidounces with tincture cardamom compound. Dispense with a shake label.

30. How much of ingredient (*d*) is there in each dose?

2.81 minims.

31. Give the official Latin title for each of the following: (*a*) mercury biniodide, (*b*) mercury deutoiodide, (*c*) mercuric iodide, (*d*) red mercuric iodide, (*e*) mercurous iodide, (*f*) hydrargyri iodidum viride, (*g*) mercury protoiodide, (*h*) mercury green iodide, (*i*) mercury yellow iodide.

Hydrargyri Iodidum Rubrum is the official Latin title for *a*, *b*, *c* and *d*. Hydrargyri Iodidum Flavum is the official Latin title for *e*, *f*, *g*, *h*, and *i*.

32. (*a*) Give the official Latin title for potassium acid tartrate. (*b*) Name its English synonym.

(*a*) Potassii Bitartras.

(*b*) Cream of tartar.

(*To be continued*)

These answers to Board-of-Pharmacy Questions will be continued throughout the year.

LETTERS

This is where our readers exchange opinions and practical suggestions with one another. The Editors are always glad to receive short letters on subjects of mutual interest.

SOME PRESCRIPTION PRICING COMMENTS.

To the Editors:

I have read with interest the recent discussions on prescription pricing appearing in the BULLETIN, but I have never before made any comments concerning prices.

I always make it a rule to obtain a profit of at least one hundred per cent on all prescription work brought to my store.

In reference to the prescription submitted by Robert Birkin of Layton, Utah, in the February BULLETIN, calling for four fluidrachms of tincture of belladonna to be taken in three-drop doses, and for which Mr. Birkin charged twenty-five cents, I would say that I never dispense any of the potent tinctures, such as belladonna, digitalis, hyoscyamus, etc., for less than twenty-five cents, whether the amount called for be 2, 4, or 8 fluidrachms. I use only Parke, Davis & Company's assayed tinctures, for I feel that their quality counts.

Concerning Mr. Birkin's other prescription, priced by him at fifty cents, which called for two fluidounces of beechwood creosote, to be used ½ to 1 teaspoonful at a time, would say that I handle Merck's product, charging for it at retail ten cents for one and one-half fluidrachms, or thirty cents an ounce. On a prescription for two fluidounces my charge would be 65 cents, and this I do not think is exorbitant. HAROLD D. GUENTHER.

Reading, Pa.

HERR BODEMANN ON THE PRICE.

To the Editors:

The prescription on page 127 of the March BULLETIN, submitted by Hugh F. Kasey, of Mercedes, Texas, is a typical "kase." I would charge $1.85 for a mixture to be given in teaspoonful doses, composed of 3 fluidounces of fluidextract of cascara, 3 fluidounces of fluidextract of dandelion, and 2 fluidounces of elixir of senna. And I would use Parke, Davis & Company's fluidextracts.

I could take a brand of fluidextracts costing me 60 cents a pound (but not worth the money), charge 85 cents for the prescription, and feel that I had wronged the victim. I have seen such extracts, with the bottle half-full of solid sediment. Are they worth even 60 cents a pound? There lies the rub!

I have built up a good prescription business with standard goods. My medical friends know this and send me their work. I charge an honest, fair, living profit, and feel that the patient gets what the doctor wants him to have.

Chicago, Ill. WILHELM BODEMANN.

OUR ASSISTANCE APPRECIATED.

To the Editors:

The BULLETIN came to hand to-day, and in it appeared the business statement I sent you some time ago to look into.

I can assure you I am glad to get this report, but at the same time am sorry to see that the balance stands on the wrong side of the record. You are good enough to offer a suggestion as to how this can be remedied. In the course of the next three months I will send you another statement, and then I can see what this last year has done for me.

I feel sure that there are a great many more Canadian druggists who would profit by making use of your system.

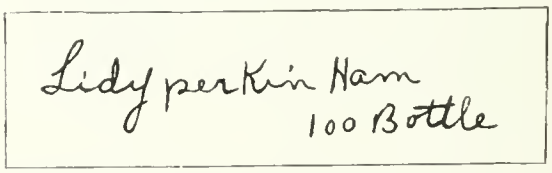
I thank you sincerely for your trouble in the matter. G. K. A.

Ontario, Can

POOR OLD LYDIA PINKHAM!

To the Editors:

I am sending you an order received not many days since. What the dame wanted was



Pinkham's Vegetable Compound. Can you beat this for ingenious spelling?

East Jaffrey, N. H. GEORGE H. DUNCAN.

I don't want to miss a single copy.

Haskell, Okla. ROY C. MOYER.

BUSINESS HINTS

Specimens of druggists' advertising are solicited for reproduction or comment in this department of the BULLETIN.

Overhead Cost of the Prescription Department.—

In a paper read before the Texas Pharmaceutical Association, A. M. Fischer, of San Antonio, told of the way in which he determined the overhead cost of doing business in his prescription department.

"I made note of the total number of prescriptions put up in my store during the current year," said Mr. Fischer. "Dividing this by twelve gave me the general monthly average of the business done in this department.

"I figure that the prescription department takes up about one-third of my space; hence I charged up to this account one-third of my rent, electric lights, taxes, telephones, insurance, and all other fixed expenses. I then divided the total sum of these items by the average number of prescriptions for a month, and found that I had an overhead cost of about 17 cents for each prescription.

"I believe this figure will come very near to being a general average cost. The larger down-town stores in good business-getting localities and under a heavy expense secure a larger prescription business than do the smaller stores in residential districts, where the expense of doing business is much lighter. The difference between the two, however, is offset by the correspondingly smaller number of prescriptions received by the residential district stores.

"The profit in a transaction can be figured only by first taking into consideration the overhead cost and adding to it the cost of materials used, including, of course, the price of containers such as boxes or bottles and corks, labels, etc.

"Take for instance a prescription, the ingredients and container for which cost fifty cents. If you add to this 50 per cent, and make a charge of 75 cents for your prescription, your profit is not 25 cents, but 8 cents. The overhead expense item must be figured in. It is not a matter of guesswork or approximation, but an absolute fixed item that must be reckoned with."

Explaining the Harrison Law to Physicians.—

In connection with the Federal antinarcotic law which went into effect on March 1, B. S. Cooban & Co., of Chicago, gave to physicians in the city a 22-page pamphlet containing a comprehensive list of the products coming within the provisions of the act.

The preparations that were listed included, besides the pharmacopœial and other substances affected, such products of the leading pharmaceutical manufacturers as come within the scope of the law.

A letter explaining the law and blank forms on which the physician could inventory his stock accompanied each pamphlet.

Promissory Notes as Account Collectors.—

Whenever a credit customer makes a purchase at the store of Walter Rhodes, Deer Creek, Okla., he signs a promissory note for the amount of the sale. At the time of purchase, instead of using a day-book or ledger in which to record the transaction, each article and its price is listed on the note. The customer then signs his name to the document, binding himself to pay for the goods on demand.

DEER CREEK, OKLA., February 15th, 1915

Mr John Jones

IN ACCOUNT WITH

WALTER RHODES

For merchandise bought

Payable on demand.

I hereby acknowledge the above account and agree to pay the same with interest at 10 per cent. from date, also a reasonable attorney's fee should suit be brought against this note

Brot. Fwd. old note	$ 7.35
Sulfur	.50
Carbolic Acid	.25
Turpentine	.25
Cream Tartar .25¢ E.Salts .10¢	.35
Total	8.70

Signed

X

If the customer wants additional items before the account is settled, a new note is made. The amount of the old note is brought forward and the new purchase added. The interest, however, goes on from the time of the first sale. By this method the customer sees, each time, the amount of his indebtedness to the store.

Mr. Rhodes says that since the introduction of this system it has worked out most satisfactorily, very few customers objecting to it. Occasionally a man revolts at signing the note, but that happens no oftener than were charges denied pointblank by customers before the system was inaugurated.

BOOKS

"Agricultural Alcohol: Studies of its Manufacture in Germany."

It will be recalled that the Federal government induced Dr. Edward Kremers, of the University of Wisconsin, to go to Germany a number of years ago and make a study of the production of industrial, or denatured, alcohol. Dr. Kremers performed the task with his usual painstaking thoroughness, and filed his report, and it is from his studies of actual conditions in Germany that the bulletin bearing the above title has been prepared. The treatise is written by Dr. Rodney H. True, and has an introductory note by Wm. A. Taylor, chief of the Bureau of Plant Industry.

A high degree of coöperation exists in Germany in the practical manufacture of alcohol and the process of denaturing it. The government, the distillers, and a sales association participate. There seems to be no difficulty from a producing standpoint, the chief source of trouble being to get rid of the enormous output. In 1902, for instance, 26,417,500 gallons were carried over. The chief source of industrial alcohol in Germany is the potato.

There can be no question as to the value of the Kremers report, and those interested in the problem should read it in its entirety. Copies may be secured by applying to the Department of Agriculture, Washington.

"Keeping Up With Rising Costs."

"Retailers go to the sheriff at the rate of thirty a day because they guess."

Striking, isn't it? That sentence is taken from page 26 of one of the best books ever put into a binding. The author is Wheeler Sammons of the editorial staff of *System*, the "magazine of business."

For fifteen years the Bulletin of Pharmacy has been preaching and teaching better business methods, and we hope it will not appear egotistical if we say that thousands of druggists have been benefited. But here is a book which goes beyond what we have considered our legitimate scope and embraces the entire business world. It is literally jammed full of what every man ought to know—what he has *got* to know if he is to draw the fullest measure of dollars from his business.

The day is fast waning when a man can guess and keep away from the sheriff.

"Keeping Up With Rising Costs" contains 192 pages, is substantially bound, is illustrated, and the price is $2, net. It is published by the A. W. Shaw Co., Chicago.

"Spatula Soda Water Guide."

The fourth edition of this book covers, in a painstaking manner, the entire field of information necessary for the proper conduct of the modern soda fountain. Besides a most comprehensive formulary of beverages, ices, sundaes, hot drinks and special combinations there are chapters devoted to the making of syrups and ice creams, carbonating of water, mixing of drinks, care of apparatus, suggestions concerning the buying of supplies, etc. The chapter on the management of the fountain luncheonette gives complete instructions on how to start and conduct this comparatively new branch of the business.

The book contains 160 double-column pages, is illustrated by many engravings, and bound in a flexible ornamental cover. It is issued by the Spatula Publishing Co., Boston, and the price is $1.00 postpaid.

"Therapeutic Terms and Common Diseases."

J. G. Beard, assistant professor of pharmacy in the University of North Carolina, is the author of this little volume. It is intended for class-room use to acquaint students in pharmacy with the meaning of the various therapeutic terms likely to be met with and to furnish short definitions of the more common diseases. In addition to explaining the meaning of the therapeutic terms a concrete example of each is given. A glossary of the less familiar words used in the text is also included. The book, containing 47 pages and substantially bound in heavy paper covers, is published by A. A. Kluttz, Chapel Hill, N. C.

CAPSULES OF SCIENCE

Prepared by Prof. W. L. Scoville.

Physiological Phacts.—

The secretions from mucous membranes and most body fluids have a pronounced bactericidal action, the reason for which is not yet understood.

Nascent oxygen rapidly destroys the digestive enzymes, and this fact is thought to account for the non-digestion of the living stomach.

Suspensions of calomel in acacia and water have almost as strong a germicidal action as an equal weight of corrosive sublimate, at least on some of the pathogenic germs.

Mental and nervous depression decrease the acidity and pepsin in the gastric juice and so reduce digestive action. Usually the pepsin is diminished more than the acidity.

A diet restricted to corn is quickly fatal, due in part to certain slowly toxic proteins which it contains, and partly to under-nourishment. Green food counteracts both actions.

A German biologist says that goitre is caused by a specific toxin of a colloidal nature.

At high temperatures water acts either as an acid or a base, provided it is kept liquid.

Di- and triacetyl apomorphine have been prepared and found to have the same action as apomorphine, with no advantage to the derivatives.

Repeated tests show that hexamethylenetetramine is not split up in the system but only in acid urines. Since it is not antiseptic of itself, it is only in acid urines that it is useful.

Salvarsan is not eliminated regularly but intermittently, which accounts in part for its remaining in the system for long periods, sometimes for years.

Trikresol preserves the digestive enzymes in solution, when used in the proportion of 0.2 to 0.5 per cent, without interfering with the enzyme action.

A Russian chemist says that immunity to tuberculosis is due to a fat-splitting enzyme in the system which dissolves the membranes of the tubercle bacillus. He finds this enzyme in tuberculous pus, and says that it is increased by feeding fats.

A French chemist says that in muscular work the water is drawn from the muscles and blood as sweat, and when the latter cease to produce water freely, toxins accumulate and cause fatigue. That makes you tired.

H. Amatsu says that ferrous salts are more poisonous than ferric salts, but that in the body juice salts are first reduced to ferric and then reoxidized in the process of assimilation. This process appears to be necessary for regenerating the red blood-corpuscles

T. Mironescu finds that weak solutions of salvarsan favor the development of cancer in mice, while strong solutions restrained. Quinine arrests the growth, and opium has no effect either way

Food Features:—

A German chemist claims that the "injurious substances" in coffee are produced in the roasting, and can be removed by coating the raw berries with clay before roasting. The clay absorbs the injurious bodies and can be removed from the roasted berries.

Cinnamic acid is stated to be more effective than benzoic acid as a food preservative, but should be used as the free acid. Tests on human subjects indicate that it is not injurious to the system.

Foods which are rich in purin bases do not produce uric acid in the system, but foods which are rich in protein and of an acid character produce abundant uric acid in the system.

Good oranges yield 130 gallons or more of juice per ton Frozen oranges yield less than half as much.

Barnard and Bishop say that bread grows stale because it loses its initial colloidal condition in drying, and that wrapping in impervious paper hinders this action and keeps the bread fresh for a longer period.

Rubbing—Right and Wrong.—

L. H. Parker finds that when perfectly dry salts are triturated heavily together in a dry atmosphere, reactions ensue which are produced by the pressure and rubbing. Reactions were obtained between potassium iodide and lead chloride, potassium dichromate and silver nitrate, copper sulphate and potassium ferrocyanide, and lead acetate and potassium dichromate These salts were chosen because they formed colored compounds in reaction, and the results were thus more certain.

Two Hundred and Sixty Gallons is Odorous!—

Dehn and Hastman obtained about 80 grains of a substance from 260 gallons of urine which they call urinod, and to which the characteristic odor of urine is due It is an oily liquid, insoluble in water and having an extremely persistent and penetrating odor. A drop of urinod placed upon filter paper retained its odor after 15 months. It is very difficult to remove it by washing, but is readily oxidized, when its odor is destroyed. They recommend the use of nitric acid, hypochlorite, or other oxidizing agents for removing the odor from vessels, etc.

A Druggist's Athletic Club.—This fine looking bunch of ball-tossers is the Pfaff Athletic Club of Chicago. The head of the club, the man whose name the team bears, is George Pfaff, a druggist conducting two stores in the city of Chicago. Mr. Pfaff, by his encouragement of the national pastime, may develop, at some future date, a second Johnny Evers or another Joe Tinker

PRACTICAL PHARMACY

A New Nasal Douche.—

Utilizing the principle of the dip or short form pipette, H. A. Noyes, of the Purdue University Experiment Station, LaFayette, Indiana, has devised the inexpensive and easy-to-use nasal douche illustrated herewith.

The douche consists of a piece of hollow glass tubing with a bulb reservoir blown in one of the two ends, both of which are open. The bend in the tube is for the convenience of the user. By placing the finger over

the end of the tube, the operator has complete control over the liquid in the douche. The blunt, slightly tapering end of the reservoir allows the douche to fit into the nostril without causing trouble or irritation.

To use the douche it is placed, reservoir down, in a glass or tube of the liquid to be employed. When the reservoir is filled, a finger is placed over the end of the tube, the head is tipped back slightly, and the reservoir end of the douche is pushed into the nostril. On removing the finger from the end of the tube the liquid flows into the nostril.

Dipping the tube several times in a glass of water thoroughly cleanses the apparatus.

Suitable Flavorings for Cod-liver Oil Emulsion.—

Some surprising results, obtained from a study of the comparative values of various flavoring agents for emulsion of cod-liver oil were pointed out by George M. Beringer, Jr., at the last annual meeting of the New Jersey Pharmaceutical Association.

"A quantity of plain emulsion of cod-liver oil, U. S. P., without flavoring, was prepared. To separate portions of this were added all the commonly known volatile oils and aromatics of a pleasant flavor. These were used in the proportion of 4 Cc. per liter, except in the few cases otherwise noted. The samples thus prepared were arranged in the order of the value of the various flavors in disguising odor and taste. Of course, the placing of any individual sample in such a series would vary somewhat according to the personal taste of the observer. It is not thought, however, that the average observer would make a change in the position of any given sample of more than one or two numbers, so that such an arrangement would give a fair idea of the relative values of the flavors employed. The series thus arranged seemed naturally to divide itself into several fairly distinct groups.

"In the first group came oils of coriander and geranium, which completely covered—*i.e.*, blended with or drowned—the fishy flavor of the cod-liver oil, so that it was not apparent to taste or smell. Oils of anise and cardamom (the latter in the proportion of 2 Cc. per liter), also in the same class, are almost equally valuable.

"The second group consisted of oils of bitter almond, cloves and pimento, and also vanilla (1 gramme per liter). These only partly covered the taste and odor of the cod-liver oil, but were very persistent and might prove of value blended with some of the flavors in the first group.

"The third group contains oils of peppermint, spearmint, lemon, orange, and Ceylon cinnamon. These flavors stand out very strongly and almost completely mask the odor, *but not the fishy taste*, of the cod-liver oil. In the latter respect they are distinctly inferior to those of the second group.

"In the fourth group stand oils of caraway, cassia, sassafras, wintergreen, betula, and nutmeg. These flavorings seem actually to accentuate the fishy taste of the cod-liver oil! This is particularly noticeable in the cases of wintergreen and nutmeg. Wintergreen flavor comes out strongly both in taste and odor, but has no effect whatever in drowning the fishy taste.

"Coumarin was tried in the proportion of one gramme per liter, as it was thought it might have value as a blend, but the indications were very unfavorable."

Rapid Detection of Denatured Alcohol.—

The increasing use of tincture of iodine in surgery has brought into the market certain preparations which are made up with denatured alcohol, instead of pure alcohol. The almost invariable presence of acetone in the denatured product leads to serious consequences, by reason of the formation of hydriodic acid, and very irritating iodoacetone compounds, which render the tincture dangerous.

The following method, says the *Pharmaceutical Era*, is based on the detection of the small amount of acetone present. To 1 Cc. of the tincture add suddenly, and all at once, 20 Cc. of 5-per-cent caustic potash solution. In the presence of denatured alcohol, a slight cloudiness is at once produced, which then changes to a more or less abundant turbidity. With a pure tincture, the liquid is turned to light yellow as a result of the hypoiodite formed, but remains perfectly clear for some time; later on, an opalescence develops, caused by the slow action of iodine on alcohol in an alkaline medium. The sensitiveness of the reaction is such as to surpass all requirements likely to be met with.

Less than 1 per cent of denatured alcohol can be detected, and as there is no advantage in adding one per cent of an adulterant, such a solution is never found in practice. With tincture of camphor, use 0.5 Cc. of tincture (not more), 2.5 Cc. of potassium iodide-iodine solution, and 20 Cc. of caustic potash solution. In these proportions, no camphor is thrown out. Less than 5 per cent of denatured alcohol may be detected here. By various manipulations the method may be applied to a variety of preparations.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN *of the month following: (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

Artificial Flavoring Extracts.

C. H. M. & Co. asks: "Can you give us formulas for making artificial extracts of banana, grape, pineapple, and raspberry?"

The following are found in the literature, although we caution you that in most States you would have to label these products "Artificial" to comply with the food and drug laws:

BANANA ESSENCE

Amyl acetate	1 drachms.
Alcohol	10 fluidounces.
Water, q. s. ad	16 fluidounces.

GRAPE ESSENCE.

Chloroform	2 parts.
Aldehyde	2 parts.
Formic ether	2 parts.
Oenanthic ether	10 parts.
Methyl-salicylic ether	1 part.
Saturated solution of tartaric acid	5 parts.
Saturated solution of succinic acid	3 parts.
Glycerin	10 parts.
Alcohol (deodorized), q. s. ad	100 parts.

PINEAPPLE ESSENCE

Amyl acetate	1 part.
Amyl butyrate	10 parts.
Ethyl butyrate	5 parts.
Glycerin	3 parts.
Oil of lemon	0.1 part.
Oil of orange	0.2 part.
Alcohol	100 parts.

RASPBERRY ESSENCE.

Butyric ether	5 parts.
Acetic ether	3 parts.
Nitrous ether	1 part.
Glycerin	2 parts.
Alcohol (deodorized), q. s. ad	100 parts.

The desired fruit colors may be given to any of these preparations by the addition of suitable coloring agents.

A Good Liquid Soap.

G. H. asks: "Will you please publish a formula for the making of a good liquid soap?"

The following formula suggested by M. I. Wilbert some years ago is made from purified cottonseed oil and gives a satisfactory product:

Sodium hydrate	40 Gm.
Potassium hydrate	40 Gm.
Cottonseed oil	500 Cc.
Alcohol	250 Cc.
Distilled water, a sufficient quantity to make	2500 Cc.

In a suitable container, preferably a glass-stoppered bottle, dissolve the potassium hydrate and the sodium hydrate in 250 Cc. of distilled water, add the alcohol, and then add the cottonseed oil in three or four portions, shaking vigorously after each addition. Continue to agitate the mixture occasionally until saponification has been completed. Then add the remaining portion of distilled water and mix.

The only precautions that are at all necessary are to use the U. S. P. grade of ingredients, and to be sure that saponification is complete before adding the remaining portions of the distilled water. The water used must be absolutely free from soluble salts of the alkaline earths or the heavy metals, and for this reason should be preferably freshly distilled.

For general use as a toilet soap it would of course be necessary to give it some distinctive odor. This can best be accomplished by replacing a portion of the water with distilled extract of witch-hazel, rose-water, or orange-flower water, or by adding the necessary perfume, spirit, or essential oils to suit the individual taste or need.

Peroxide and Massage Creams.

E. L. V. says: "I wish to have a formula for making peroxide cream, and also one for massage cream."

A massage cream that has met with considerable favor can be prepared as follows:

Spermaceti	½ ounce.
White wax	½ ounce.
Oil of sweet almond	2 fluidounces.
Lanolin	1 ounce.
Cocoanut oil	1 ounce.
Orange-flower water	1 fluidounce.
Tincture of benzoin	3 drops.

Having melted the first five ingredients in a porcelain dish, remove them from the fire, add the mixture of benzoin and orange-flower water, and heat until cold and uniformly smooth and creamy. A few drops of oil of neroli improves the odor and will be found an advantage.

Here is the formula for a peroxide cream:

Stearic acid, pure	15 parts.
Sodium carbonate	2 parts.
Borax	1 part.
Lanolin (or cocoa butter)	5 parts.
Glycerin	50 parts.
Distilled water	100 parts.
Hydrogen peroxide	25 parts.

Heat the stearic acid, sodium carbonate, borax, glycerin and water on a water-bath until effervescence ceases, for about half an hour, permitting the loss of water by evaporation from time to time; then add the lanolin, remove the cream from the water-bath, and stir at intervals until cooler, and then mix it in a mortar with an egg-beater to a smooth cream until cold. After the cream is cold any desired perfume and the hydrogen peroxide are added and the whole thoroughly mixed.

This preparation is best dispensed in collapsible tubes. Put up in this way the product does not dry out so readily as when placed in jars.

A Liquid Depilatory.

F. A. B. says: "Kindly print a formula for a liquid depilatory."

Practically there is but one class of chemical compounds used to remove superfluous hairs; the efficiency of the preparation depending upon the presence of a sulphide and a caustic alkali.

The following formula produces a typical compound that is used in this connection:

Barium sulphide	15 parts.
Caustic potash	1 part.
Water	84 parts.

The barium sulphide must be in a fresh condition. The solution is put into small, glass-stoppered bottles, preferably amber in color. A light application of the liquid to the affected areas is made and is left on for two or three minutes, or until a tingling sensation manifests itself. The hair should then be scraped off with

a dull knife and the skin washed with warm water to remove all traces of alkali.

To avoid any bad after-effects the skin should be anointed with cold cream or a bland oil.

Shampoo Powder.

H. K. W. writes: "I want a tip-top formula for a powder to be dissolved in water for shampooing women's hair."

Either one of the following preparations should meet your requirements:

(1)
Castile soap, powdered	1 ounce.
Borax, powdered	1 ounce.
Potassium carbonate	1 drachm.
Sodium bicarbonate	1 drachm.
Oil of rosemary	20 drops.

Mix well and divide into 20 powders, wrapping them in waxed or paraffined paper. One powder, when dissolved in water, is sufficient for one shampoo.

(2)
Potassium carbonate	1 ounce.
Powdered borax	1 ounce.
Castile soap, powdered	½ ounce.

Mix and put into a wide-mouthed, securely stoppered bottle. The powder is to be dissolved in one quart of soft water, before using as a shampoo.

The addition of 10 drops of oil of rose geranium imparts a suitable odor to the powder.

Milk of Magnesia Made from Calcined Magnesia.

B. E. O. asks: "Can you give me a formula for milk of magnesia (other than the N. F. product) to be made from calcined magnesia?"

A preparation, used in continental Europe, that is called *lac magnesiæ* can be made as follows:

Calcined magnesia	2 ounces.
Water	10 fluidounces.
Sugar	10 ounces.
Orange-flower water	5 fluidounces.

Triturate the magnesia with the water. Boil the mixture and dissolve in it the sugar. When cool add the five fluidounces of orange-flower water. If desired the sugar may be omitted.

The calcined magnesia used should be of the light variety such as is procurable from any of the reliable jobbers or manufacturers. Care should be taken to obtain a fresh-made magnesia; that which has been allowed to come in contact with the air for any length of time is likely to be contaminated with magnesium carbonate. It should be bought fresh each time or else stored in closely-stoppered containers.

Camphorated Mustard Cream.

W. H. R. writes: "I would like to obtain a formula for a camphorated mustard cream."

A combination such as you desire can be made as follows:

Almond oil	8 fluidounces.
Benzoinated lard	4 ounces.
White wax,	
Spermaceti, each	1 ounce.
Powdered camphor	1 ounce.
Volatile oil of mustard	3½ fluidrachms.

Melt together the first four ingredients and dissolve the camphor in the warm mixture. Then incorporate, triturating thoroughly, the volatile oil of mustard.

The cream can be made of a thinner consistency by reducing the quantities of the white wax and spermaceti.

Cause of Darkening in a Hair Tonic.

L. O. writes: "I am having trouble with a hair-tonic formula. After the customer has used about half the bottle the contents have become so dark that the further use of the tonic is impossible. What causes the change and how can I prevent it?"

Here is the formula:

Quinine sulphate	20 grains.
Powdered borax	30 grains.
Aqua ammonia	2 fluidrachms.
Tincture cinchona comp.	4 fluidrachms.
Tincture cantharides	2 fluidrachms.
Resorcin	30 grains.
Bay rum, q. s. ad	4 fluidounces.

Liquid preparations containing resorcin in the presence of alkalies tend to darken upon standing. The difficulty, in this case, can best be obviated by omitting either the resorcin or the ammonia and borax.

Determining a Desired Profit

C. J. K. says: "An article costs ten cents at wholesale. What price must be set on it so as to make a profit of fifty per cent on the selling price?"

The final selling price, whatever it may be, represents 100 per cent. When a profit of fifty per cent is desired the remaining fifty per cent therefore represents the cost. This, as stated in your question, is ten cents. Therefore the selling price is 20 cents.

Is this clear?

If you wanted a profit of 50 per cent on the *cost*, your selling price would of course be 15 cents.

Making Instant Hot Chocolate.

B. E. J. writes: "Please publish a formula for making a sweet milk chocolate that, when added to hot water, produces a cup of rich, hot chocolate."

Here is a good syrup for use with hot water.

Powdered cocoa (best quality)	1 pound.
Granulated sugar	5 pounds.
Sweet milk	6 pints.
Rich cream	1 pint.
Vanilla extract	1½ fluidounces.

Pour the milk into a double-boiler, add the cocoa, and cook over a slow fire for forty minutes. Then add the cream and sugar, stirring until the sugar is dissolved. Cook briskly for fifteen minutes. Remove from the fire, and when cool, strain the mixture and add to it the vanilla.

To serve, place from 1 to 1½ fluidounces of the syrup in an eight-ounce mug and fill with hot water.

Combination Floor and Furniture Polish.

B. J. asks: "Can you furnish me with a formula for making a floor oil and furniture polish resembling some of the proprietary products on the market?"

A preparation sold for polishing floors and furniture is said to be made as follows:

Oil of cedar leaves	1 part.
Boiled linseed oil	7 parts.
Kerosene	12 parts.

Mix thoroughly by agitation.

A thin coating of this liquid is applied to the surface to be cleaned or polished, and the latter is then rubbed briskly with a dry woolen cloth.

THE SCRAP BOOK.

USE the "Star Quizzer" and pass any State examination. It covers the questions and answers of State pharmacy examinations. The revised edition, conforming to the new U. S. P., will be sent post-paid for $1.25. Address Stevens & Mallory, Ada, Ohio.—*Adv.*

IN the first act the villain lured the heroine into an antiquated building, locked her in an upper room and set fire to the house.

In the second he strapped her under a buzzsaw and set the machinery in motion.

In the third he tore the planking out of the Brooklyn bridge so that her automobile plunged through to the raging flood below.

In the fourth he tied her to a railroad track just as the limited was due.

In the fifth he started to make love to her. She shrank from him.

"Why do you fear me, Nellie?" he asked.—*Young's Magazine.*

PARTICULAR attention is called to Chas. Pfizer & Co.'s brand of Rochelle Salt as maintaining a strictly U. S. P. standard. Their Seidlitz Mixture, also, is considered by the most careful compounders of Seidlitz Powders to be a most desirable article to use, owing to its uniformity of whiteness and dryness.—*Adv.*

BROWN was in the first stage of convalescence after a serious operation and was in a ward with three other patients who were passing the time by criticizing the surgeon in charge.

"He's very careless," said one, "when he sewed me up he left his scissors inside me."

"And he had to reopen me to recover a spool of wire," said another.

"He left his tweezers in me," said the third.

Just then the door opened and the surgeon in question poked in his head.

"Do any of you know what became of my satchel?" he asked.

Brown fainted.—*Boston American.*

"How is it, Johnnie, that you have such a dislike for me?" said Johnnie's sister's caller. "I have never done anything to deserve it."

"Yes you have," replied the boy. "When you come to see our Cora she always puts the clock back, and it makes me late for school."—*Philadelphia Ledger.*

CUSTOMER: "Have you a circulating library?"

Book Clerk: "No, but I can give you a bargain in revolving bookcases."—*Life.*

American-Made Pharmaceuticals

Among The "World's Best"

Every Retail Druggist should boost Home-Made Products. Among these

Antiphlogistine
TRADE MARK

has, for more than 20 years, been known for its **wide range** of Remedial Application, and for its **unchanging, uncompromising** Standard of Excellence, as an "honest, reliable pharmaceutical."

5% Discount on orders of $12 or more—through your jobber.

"There's Only ONE Antiphlogistine"

THE DENVER CHEMICAL MFG. CO.
NEW YORK, U. S. A.

We can recommend the proper

PEROXIDE

for
Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously

For Prices, Formulas, etc., Inquire

THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street, • • PITTSBURGH, PA.

SPIRIT NITROUS ETHER.—By the use of the concentrated nitrous ether in tubes put up by the Mallinckrodt Chemical Works, pharmacists are able to prepare extemporaneously a spirit of nitrous ether conforming strictly with the requirements laid down in the Pharmacopœia. No danger need be feared in handling these tubes, provided pharmacists exercise reasonable caution in opening them. The Mallinckrodt directions state that the tubes should be made as cold as possible, by packing the tubes in ice. This will reduce the pressure of the ether, and the tip can then be broken off easily by a sharp stroke.

The alcohol, too, should be made cold. There will then be no loss of the ether by evaporation when it comes in contact with the alcohol. It is best to place the tip of the tube just under the surface of the alcohol and allow the warmth of the hand to expel all of the ether from the tube. The manufacturers recommend that both retailers and wholesalers buy this article in moderate quantities at a time, replenishing their stock frequently, so that the goods will not become impaired with age.

STANDING by the entrance of a large estate in the suburbs of Dublin are two huge dogs, carved out of granite. An Englishman going by in a motor car thought he would have some fun with the Irish driver.

"How often, Jack, do they feed those big dogs?"

"Whenever they bark, sir," was Jack's reply.—*Puck.*

ONE good druggist in every town can secure the exclusive agency for McIlvaine's Finest Cream Lucca Olive Oil, a well and favorably known product.

McIlvaine Brothers, Philadelphia, conduct a direct business-producing campaign to consumers and create steady olive oil customers for their agents. By filling out the coupon attached to the company's ad., appearing elsewhere in this issue, you can find out the particulars about this valuable agency proposition. But you must act promptly; to delay may mean that your competitor will secure the agency.

Look for the coupon now.

FIRST FATHER: "Your son is an undertaker! Why, I thought you said he was a doctor?"

Second Father: "No; I said that he followed the medical profession."—*Harvard Lampoon.*

YOUR label on the can itself adds attractiveness to the package, holds the consumer's attention and discourages substitution.

Ask the National Can Company, Detroit, Mich., how lithographed cans act as a selling factor and keep your product moving.

"How did you get your musical temperament?"

"I was born in A flat."—*Princeton Tiger.*

Your Best Customers Buy Diamond Dyes.

The women who buy DIAMOND DYES from you are housewives. They buy for a family. If they form a habit of coming to you for DIAMOND DYES they will buy all their drugs and toilet articles from you.

Diamond Dyes

Keep a full stock of DIAMOND DYES on hand at all times. When one of your customers asks for any particular color, be able to supply her at once.

Order now if you lack any colors.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT, AND
200 MOUNTAIN STREET, MONTREAL, CANADA.

WHY not have your post-card stock distinctive by selling striking local views made to your order?

The National Colortype Co., Newport, Kentucky, will make 1000 blue delft cards for $5.00 or 1000 hand-colored cards for $6.75.

Send for samples.

DAUBER: "I observe that you don't like my pictures, sir; but I can only paint things as I see them."

Critic: "Then you shouldn't paint while you're seeing things like that."—*Boston Transcript.*

LETTERING PENS, automatic shading-pen inks, instructions in commercial lettering and designing—everything needed to prepare business-pulling show cards, price tickets and posters—can be obtained from the Newton Automatic Shading Pen Co., Dep't R, Pontiac, Mich.

A complete catalogue of lettering supplies will be sent free on request.

"IF your father owed me one hundred dollars, and he promised to pay me five dollars a month, how many months would he take to pay it?"

"A hundred years, teacher."

"Jakey, you don't know your lessons."

"Teacher, I know my lessons all right, but you don't know my father."—*Eastern Argus.*

"HE simply refused to throw any light on his past."

"Perhaps he can't; it's so shady."—*Buffalo Express.*

"MEDICINAL chemicals of established purity" is the way the New York Quinine and Chemical Works, of New York City, describes the various products it offers to the drug trade.

To get them from your jobber, just write "N. Y. Q." when ordering.

"MY dear, did you make this pudding out of the cookery-book?"

"Yes, love."

"Well, I thought I tasted one of the covers."—*Sacred Heart Review.*

ON gross lots of the 5-cent size, or on $6.00 orders for assorted sizes of Ripans Tabules you get a discount of 5 per cent.

Ask any jobber or the Ripans Chemical Company, 10 Spruce Street, New York, about it.

THE young postmistress in a little country town was interestedly reading a postal card from the morning's mail. Finally she turned it over to the address side. "Huh," she said in a disappointed tone, "this is for me."—*Detroit Tribune.*

AMERICAN CANS

Good containers are a necessity, not a convenience.

Indifferent containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved.

The best of cans coupled with prompt service is a necessity to the successful operation of every drug and specialty business.

AMERICAN CAN COMPANY,

Chicago NEW YORK San Francisco

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

LITTLE Gertie Grogan (looking up from society page): "Did you ever see a dinner dance, maw?"

Mrs. Grogan (smilingly): "Faith, I did, me child; th' day yer father shtruck th' table wid his fist because we had corn' bafe an' cabbage three days runnin'!"—*Western Druggist.*

"CHERRYALLEN PUNCH."—Here's a really new idea for the soda fountain man: Put a big glass bowl of rich fruit punch on your counter; then sit back and watch it go.

Fruit punches have long been popular for parties, but for some reason fountain men have never seen the opportunity to build up a popular fountain trade on them. Allen's Red Tame Cherry (Cherryallen) makes the finest kind of punch. Here's a simple recipe for a delicious drink: one gallon Cherryallen syrup, one gallon simple syrup, juice of six oranges and a dozen lemons (or more according to taste), and eight gallons water, then ice.

You can dispense it in tall slender glasses for 10 cents each, at an excellent margin of profit. It is easily mixed, quickly served, and is a busy thirst-creater as it stands, fresh and cool, on your counter.

Clubs and social organizations frequently want a pure, wholesome, light refreshment for their parties, and from seeing Cherryallen punch on your counter the members of these clubs will be led to order it in quantities. The crowd will stay close to the punch bowl, and that will mean more advertising for you.

DISPLAYING your goods in such a manner that customers cannot help having their attention drawn to the articles on display is the essential point in modern merchandising.

The catalogue of the Saginaw Show Case Co., Saginaw, Mich., illustrates store fixtures that set off the goods contained in them in the most effective way. Whether you need but a single piece of store furniture or whether you want a complete equipment, get the catalogue. It shows the path to increased sales.

THE type of youth who indulges in loud clothes and a hat forced back over his ears dropped into the dental chair.

"I'm afraid to give him gas," said the dentist to his assistant.

"Why?"

"How can I tell when he's unconscious?"—*Philadelphia Public Ledger.*

PEROXIDE SOAPS, creams, tooth pastes, powders, etc., are popular sellers. Their value, however, depends to a great extent upon the use of the proper peroxide in the making of them.

To druggists interested in making any of these preparations the Roessler & Hasslacher Chemical Co., 100 William St., New York, can recommend the proper peroxide to use. Ask the company for prices and formulas.

THE A. D. F. I. CO.

Capital Stock Fire Insurance for Druggists.

We save you money. Our reduction (one dollar in every four) is made when you pay the premium, not at the end of the year. It is a big saving and is clear, safe gain.

Capital Stock insurance is the recognized standard of safety and satisfaction. You assume no Mutual liability, sign no notes or powers of attorney, and take no chances. We write Capital Stock Insurance.

After a fire, time is money. Our adjusters are practical drug men, and will give you a speedy and fair adjustment. In this regard our service is *unequalled.*

We want your co-operation, and offer you a proposition of real merit. It is worth your while to drop us a line.

SURPLUS TO POLICYHOLDERS, OVER $300,000.00

LICENSED UNDER THE LAWS OF 31 STATES.

OWNED BY DRUGGISTS AND CONDUCTED IN THE INTERESTS OF THE DRUG TRADE.

The American Druggists' Fire Insurance Co.

1215-1216 Mercantile Library Bldg., CINCINNATI, OHIO.

ARE you undecided—do you wonder whether, after all, you will make the changes you have had in mind? You said last season, "I will not try to get along another year with the small soda fountain. I will get a brand-new one of the very latest type"—and now you are wavering.

Get the benefit of the advertising that will come to you because you show your trade that business not only is good, but is going to be better. Get the benefit of the lower prices that are now being offered.

Buy the Innovation Soda Fountain on easy monthly payments—study the proposition with a determination to win. To repeat the words in the advertisement of the American Soda Fountain Company on another page of this magazine, "A decision made next fall will not help your bank account this summer." Pretty plain talk—perfectly understandable.

We know the company is offering special inducements to close up orders quickly. We are told, too, that business is good and that there is double the number of prospective sales usual at this season of the year and that a larger percentage of sales is being closed every day.

The prosperity of the United States depends upon your prosperity. Your prosperity and ours may be increased by the purchase of an American Innovation Soda Fountain. Read the advertisement in this issue.

HIS new play failed to make a hit, I understand."

"Yes. It lacked the punch."—*Tid-Bits.*

"WHAT did the judge do with that young man who stole the dictionary?"

"He gave him a long sentence to work out."—*Free Press.*

A TYPEWRITER that can be used for a multiplicity of purposes is offered to druggists by the L. C. Smith & Bros. Typewriter Company, Syracuse, New York.

By means of interchangeable platens one machine can be used for general correspondence, card or label writing and manifolding. It is the work of but a few seconds to make the change from one to the other.

The company has branches in all principal cities and by addressing the home office you may secure a demonstration of the machine and its value to you in your business.

"WHAT little boy in class can mention a memorable date in Roman history?" asked the teacher.

"Antony's with Cleopatra!" ventured one of the boys.—*Froth.*

THOSE new fixtures that are going to increase your sales—have you ordered them yet?

If not, ask your favorite drug jobber or the Bendercheid Mfg. Co., 2800-2826 N. Ninth St., St. Louis, Mo., for catalogue No. 14. It tells about exclusively designed, attractive, sectional store outfits that you can buy at a saving of from ten to twenty per cent.

KOKO-KAKS
TRADE REG U S PAT OFF. MARK

FOR HOT CHOCOLATE

KOKO-KAKS make *delicious* hot chocolate. The kind that boosts your reputation as *"the fountain where the dainty drinks are served."*

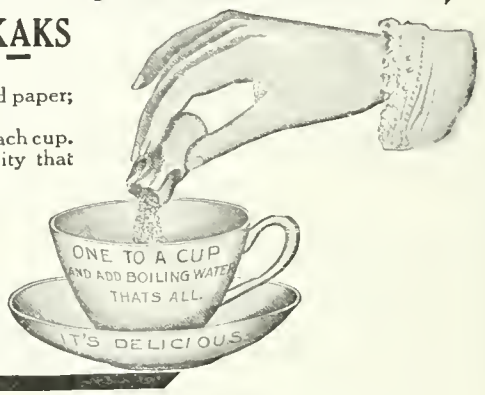
KOKO-KAKS are made from finest Dutch Cocoa, pure granulated sugar, milk powder and vanilla. Pressed into cakes—each wrapped in paraffine paper, retaining freshness of chocolate permanently.

Easy to prepare, too. Crush package between fingers and pour out chocolate into cup. Add hot water, stir slightly, serve. No boiling, nothing to add.

The Hardest Part of the Operation is Punching the Cash Register—For a Nice Round Profit

WHY YOU SHOULD USE KOKO-KAKS

QUICKER—Always ready—no wait.
CLEANER—Each cake protected in individual waxed paper; no finger touches it.
CHEAPER—No waste—and you know exact cost of each cup.
BETTER—Every cup has the same satisfying quality that *tastes like more.*



Moisture-proof box of 100 cakes, $2.00. Express or Parcel Post prepaid if cash accompanies order. Send direct, giving name of jobber. Ask for samples.

You can also build up a fine business on KOKO-KAKS for home use—10 and 25c packages.

Made, guaranteed and sold by

E. C. HAZARD & CO., 187 St. Paul Street, **Rochester, N. Y.**

"You don't dissipate, do you?" asked the physician, as he made ready for tests. "Not a fast liver, or anything of that sort?"

The little man hesitated a moment, looked a bit frightened, then replied in a small, piping voice: "I sometimes chew a little gum."—*Collier's Weekly.*

ORAL HYGIENE.—The establishment of the amebic nature of pyorrhea does not diminish the importance of maintaining oral hygiene and asepsis, but rather accentuates it. Sir Patrick Hanson, the distinguished authority in amebic diseases, says, "So long as the mucous surface is sound and vigorous it probably has the power of protecting itself against many such organisms."

It is quite likely that the bacteria are, after all, the real originators of the trouble, paving the way for amebic attack. At all events, they play a large rôle in the pathologic process. And, besides, we must not, in our present agitation about pyorrhea, lose sight of the fact that it is not the only disease of the teeth and gums.

The general importance of oral hygiene as a prophylactic against numerous body ills is now universally recognized, and it is part of the doctor's business to see that his patients observe this hygiene—not only that, but to specify definitely what they shall use. Patients do not know about such things; they depend upon their medical men to advise them. If he is wise, he will specify Borothyme and Borothyme Tooth Paste (Abbott), both of which are agreeable, aromatic, antiseptic preparations, effective and reliable. These are two of the most recent products of The Abbott Alkaloidal Co. (The Abbott Laboratories), Chicago. Literature may be obtained on request.

THE foreman of a large iron works, being short of laborers one morning, went to an old tramp who was having a free doze at one of the old furnaces and roused him up with the remark: "I say, my man, are you wanting work?"

"What kind of work?" asked the tramp.

"Can you do anything with a shovel?"

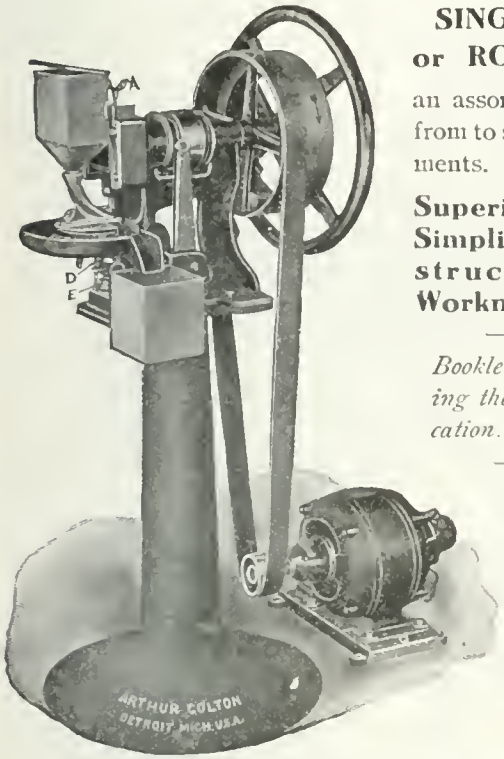
"Yes," replied the weary one, "I could fry a piece of ham on it."—*London Telegraph.*

AN advertising service that has taken years to work out, that has cost thousands of dollars to produce, is offered to retail druggists at a nominal sum.

This is the newly-devised service of the M. P. Gould Company, 120 West 32d Street, New York. Included in it are all sorts of cuts for newspaper and circular use, ideas for business building advertisements; in fact, every possible advertising need of the various store departments is provided for.

An inquiry addressed to the company, written on your business letterhead, and mentioning the BULLETIN OF PHARMACY, will acquaint you with the full particulars of this economical cut and advertising service.

TABLET MACHINES



SINGLE PUNCH or ROTARY TYPE

an assortment to select from to suit your requirements. Our claims are

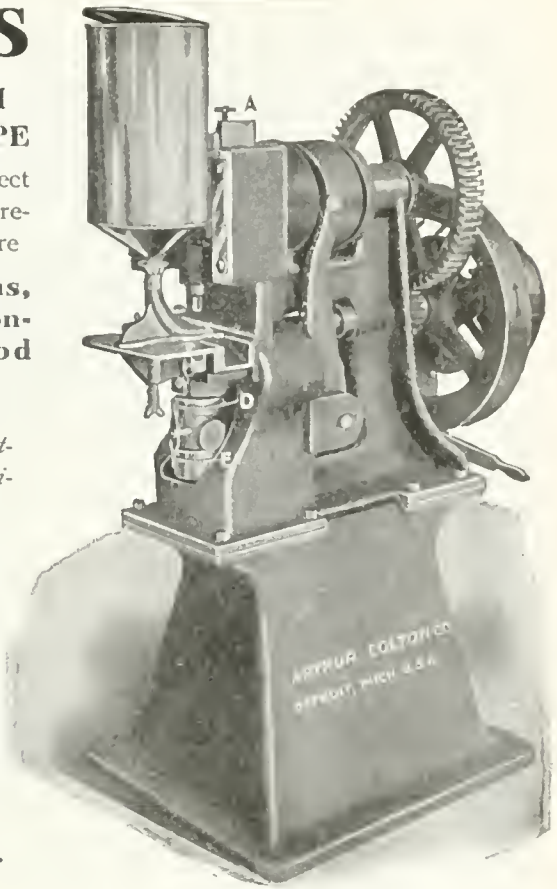
Superior Designs, Simplicity in Construction, Good Workmanship.

Booklet fully illustrating these sent on application.

ARTHUR COLTON CO.

Manufacturers of

Pharmaceutical Machinery and Laboratory Appliances



794 JEFFERSON AVE. . DETROIT, MICH., U. S. A.

EVEREADY FOUNTAIN PEN LIGHT.—A new type of flashlight, exactly like a "banker's" fountain pen in size and appearance, has just been announced by the American Ever Ready Works, Long Island City, New York.

This Fountain Pen Light has several important and exclusive features. The light can be either flashed or burned continuously as desired. It can be laid down while burning, so that both hands are free to work.

The Eveready Fountain Pen Light.

The tungsten battery has been designed and made with special care, and only the very highest grade of materials are used in it. Its life, as shown by tests, is longer than any of the other similar-sized batteries on the market and is fully guaranteed.

The Fountain Pen Light is 5¾ inches long, ¾ of an inch in diameter, and weighs only 1½ ounces. It has a clip so that it can be carried securely in the vest pocket, without causing inconvenience. The price complete with battery is $1.00.

EVEN a woman of good standing expects a seat in a crowded car.—*Vanity Fair.*

FRIEND: I've noticed Cutts, the tailor, going up to your studio every day for a week. Is he sitting for you?"

Artist: "No, he's laying for me."—*Boston Transcript.*

IN the whole long list of soda fountain beverages Coca-Cola stands in a class alone. The delightful impression it produces upon the palate is achieved by no other drink.

Coca-Cola is a big profit maker, easy to serve, the demand for it is constant. Heavy advertising, costing thousands of dollars, is carried on by the company to send customers to drug stores. The druggist who features the genuine Coca-Cola, serving it ice-cold in sparkling glasses, will find that his fountain trade is constantly on the growing path.

It pays to push Coca-Cola.

TEACHER: Can you tell us how the American and French Republics differ from each other?

Little George: The French ain't got no log cabins for their Presidents to be borned in.—*Puck.*

IN eight-ounce bottles Alkalol costs $4.00 a dozen; in pint bottles the dozen price is $6.75. If your stock is getting low, order from your jobber. The Alkalol Company, Taunton, Mass., makes it.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France
as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.

You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY
Sole Proprietors
44 East 23rd Street, - - - New York
BRANCH OFFICES:
Paris, France - - 42 Rue de Marche
London, England - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

He: "I've just had a moving picture cocktail."
She: "Mercy! What's that?"
He: "Take one, and go home in three reels."—*New York World.*

False Economy.—Doubtless it would be hard to find a real pharmacist who would think of wrapping up a prescription in a newspaper. Yet some pharmacists try to economize by using poor corks, forgetting that the cork stays with the prescription much longer than the wrapper and has much more to do with the customer's convenience. The appearance of a prescription, including the cork that's in the bottle, influences, to a great extent, the customer's opinion of the ability of the man behind the counter. Considering, moreover, that there is a great deal of waste, due to breakage, involved in using inferior corks, it would seem that to buy anything but the best is poor business policy.

How to get corks in a uniformly good quality, however, is a problem. Ordinary commercial designations, such as X, XX, XXX, etc., are really no index to go by, since they vary greatly among different manufacturers. Fortunately, however, there are two brands that can be relied on to give uniform satisfaction, namely, Circle A Corks and Circle B Corks, manufactured by the Armstrong Cork Company of Pittsburgh, Pa.

Circle A Corks have been on the market for the past 28 years, until to-day they are recognized generally as being the standard prescription corks of America. The manufacturers take just as much pride in keeping this well-known brand up to the highest standard as the druggist does in compounding prescriptions accurately. Circle B Corks are inferior only to the Circle A grade. Both brands are packed in double sacks, a strong paper bag inside one of muslin. Your troubles will end, so far as corks are concerned, if in ordering you specify either of these two brands.

"I saw a magician last night turn water into wine."
"That's nothing. I saw an ordinary chauffeur turn an automobile into a lamp post."—*New York Sun.*

Let your windows pay your rent. "Window Displays for Druggists," published by E. G. Swift, P. O. Box 484, Detroit, Mich., tells you how.

The book contains descriptions and engravings of 110 window displays that have brought home the bacon to the stores using them. In addition, there are included calendars suggesting articles for display every week in the year, a collection of pointed, pithy placards and several practical chapters on window dressing in general.

One dollar brings the book to you, post-paid.

Jinks: "It was a treat to listen to him."
Jenks: "What did he say?"
Jinks: "'What'll you have?'"—*Town Topics.*

LITHOGRAPHED CANS
Should be considered as a selling factor rather than an additional expense
We offer the above attractive line of National Rubber Packages as proof
that LITHOGRAPHED Cans arouse interest, and hold attention of
Consumer, PROMOTING SALES and discouraging substitution.
KEEP YOUR PRODUCT MOVING—USE LITHOGRAPHED CANS—
NATIONAL CAN COMPANY
Independent Manufacturers
DETROIT, MICH.

POTASSIUM IODIDE is one of the most frequently used chemicals of the entire prescription stock and, if the salt is not strictly up to the U. S. P requirements, occasions the pharmacist no little trouble.

The Albany Chemical Company, Albany, N. Y., offers potassium iodide, in either the granular or crystalline form, that complies with all official tests. The "Albany" mark on potassium iodide or on medicinal, photographic or technical chemicals of any kind is a mark of dependability.

Ask the company for particulars.

"WHAT was the denomination of the bill you loaned me?"

"Episcopalian, I guess; it keeps Lent so well."—*London Mail.*

EVER have a customer kick because he had to hang around while you were preparing an itemized statement of his account?

You can eliminate this trouble causer and at the same time put your bookkeeping on a scientific basis by installing a combined ledger-duplicating statement system. It is a loose-leaf book that permits you to carry not only your sales accounts but also your general and purchase accounts under the same cover.

Ask the Richmond & Backus Company, Detroit, Michigan, for catalogue K, explaining in detail this practical method of keeping books.

"WHAT kind of cigars do you wish to give your husband, madam—Havana or domestic?"

"Oh, domestic, by all means. I'm giving them to him to encourage him to spend his evenings at home, you know."—*Tobacco.*

DOES your store advertising possess individuality? Is it different from that of the other stores in your locality?

By employing the Manning Advertising Service you get the exclusive rights to many unique and practical advertising helps. Each month the company furnishes copy for newspaper ads., booklets, circular letters, signs, window displays, counter slips, mailing cards, etc. Distinct phases of business building and special merchandising plans are also taken up.

The service is supplied to but one druggist in a locality at the very cheap rate of one dollar a month. You can secure the exclusive Manning Service if you act now. Turn to the ad. of the company, which appears on another page of this issue, and fill out the attached blank. It will mean bigger sales for you.

"ISAAC EPSTEIN twenty years ago stood on this corner selling shoestrings. Now he owns the corner," said Levi enthusiastically.

"Think of it," moaned his friend, "if he had walked up and down he would have owned the block."—*Chicago Tribune.*

A WILMARTH STORE—The Ideal Drug Store.

Personality—the power possessed by a person to attract others. A *store's* personality is intensified by *Wilmarth* equipment.

Are you receiving "From Potions to Profits"? Costs a postal—worth it.

It costs you nothing to have us figure on your fixture problems—just the ask. Designing department at your service. "Buy it now."

THE Wilmarth LINE — THE CASE WITH A CONSCIENCE — DRUG EQUIPMENT

1520 JEFFERSON AVE., GRAND RAPIDS, MICH.

NEW YORK, 20 West 30th St. CHICAGO, 237 W. Jackson Blvd. CHICAGO, Fuller-Morrison Co. BOSTON, 21 Columbia St. PITTSBURGH, House Bldg. MINNEAPOLIS, 27 N. Fourth St. ST. LOUIS, 1118 Washington Ave. DES MOINES, Shops Bldg. SALT LAKE CITY, 257 S. Main St.

Made In Grand Rapids

DURING the next few months great numbers of our people are planning to take vacation trips. Some of them may only be going to nearby resorts, while others are contemplating more protracted journeys, many having as their ultimate destination the great Panama Pacific exposition in California.

These people are possible customers for Mothersill's Seasick Remedy. Liberal advertising has acquainted these travelers with the benefits of Mothersill's and the druggists who are prepared to supply the demand will find many 50-cent pieces and dollars coming their way.

To further acquaint boat and railroad travelers with the advantages of the preparation, The Mothersill Remedy Co., 503 J. Henry Smith Bldg., Detroit, Mich., supplies free advertising matter for distribution by druggists. Write the company to-day asking for net prices on the remedy and for a free copy of Mothersill's Travel Book, which contains a number of valuable travel helps.

"Phwyt name?" snapped the magistrate as he looked at the prisoner.

"Patrick Casey, sor."

"Hov ye ever been befure me befur?"

"No, your honor-r. Oi've seen but wan face that looked like yours an' thot was the picture of an Oirish king."

"Discharged!" announced his honor. "Call the next case!"—*Boston Transcript.*

A YOUNG Iowa doctor has made the discovery that the ankle is placed between the foot and the knee in order to keep the calf away from the corn. Looks reasonable, doesn't it?—*Oklahoma Med. News.*

OVER 10,000 selected chemical, pharmaceutical, technical and household recipes are included in Henley's Book of Formulas, Recipes and Processes. With it practically every recipe and process known to all the branches of the useful arts and sciences is at your finger tips.

For $3.50, The Retail Druggist, 58-60 West Lafayette Street, Detroit, Mich., will send you this valuable volume and include with it a year's subscription to the Retail Druggist, a magazine for business druggists.

It's $3.50 well invested.

WIFE: "Oh, doctor, Benjamin seems to be wandering in his mind."

Doctor (who knows Benjamin): "Don't trouble about that—he can't go far."—*N. Y. World.*

NON-CORROSIVE INKS that are free from disagreeable odor and adhesives that really stick are sold by Chas. M. Higgins & Co., 271 Ninth Street, Brooklyn, N. Y.

Prices, discounts and printed matter will be furnished upon request. .

A Mennen Message.

Helping You Sell 'em.

The most successful retailers to-day make their money on frequent turnovers of well-advertised goods. "Goods well advertised are half sold."

The House of Mennen is helping you make quick, easy, frequent sales—reducing your cost of doing business. This is how—

1. Larger advertising appropriation.
2. Periodicals with largest consumer influence.
3. Periodicals which help *you* most.
4. Advertising concentrated and consistent.
5. Good, strong, appealing advertisements.
6. Reaching almost every family in your district.
7. New and better dealer helps.
8. Special circular campaigns.
9. Reaching the mothers thru the children.
10. Bill boards, painted bulletins street cars.

Unless you have the full Mennen Line in stock you are losing customers every day. Write for information about the items of the Mennen Line.

The House of Mennen,
Newark, N. J.

HOSTETTER'S STOMACH BITTERS has been a steady seller for years. It is advertised everywhere and at all times.

The Hostetter Company, 58 and 60 Water Street, Pittsburgh, Pa., is waiting to supply you with attractive store displays, novelty cards and booklets. Do your part to meet the demand by ordering a good supply of the preparation from your jobber. Then send for the advertising matter.

"I HAD a dreadful fall last night."

"Tell me of it, Egbert."

"My wife was talking; I hung on every word, and then, and then—"

"Yes, yes, and then?"

"Her voice broke!"—*Harvard Lampoon.*

THE quicker, cleaner, cheaper, better way for making delicious hot chocolate is by use of Koko-Kaks.

Koko-Kaks are made from the finest Dutch cocoa, granulated sugar, milk powder and vanilla, pressed into cakes and wrapped in paraffine paper. One cake is added to a cup of hot water, stirred slightly, and the result is a steaming cup of the finest hot chocolate.

One hundred Koko-Kaks will be sent to you, prepaid, upon receipt of $2.00 and your jobber's name by E. C. Hazard & Co., 187 St. Paul Street, Rochester, N. Y.

BALL "What is silence?"

Hall: "The college yell of the school of experience."—*Western Druggist.*

THE long bright days of summer lend themselves admirably to picture taking. Many of your customers while enjoying occasional days off take along a camera to photograph interesting scenes or happenings. . Are you selling them their photographic supplies?

A photographic department in your store means much additional profit. Camera enthusiasts are liberal buyers, not only of photographic goods, but also of much other merchandise.

Initial Plan A of the Defender Photo Supply Co., Inc., Argo Park, Rochester, New York, is a proposition whereby you can secure a liberal assortment of photographic supplies, enabling you to start in this constantly growing business at a special low price.

The Defender line includes the well known Argo paper and Vulcan films, and with your first order you get a liberal supply of window and outdoor signs, posters, catalogues, dummy cartons, window displays, mounted and framed pictures and other advertising helps.

There's money in Defender Supplies. Why not investigate the proposition now?

COUNTER-IRRITANT—a woman shopper.—Columbia *Jester.*

HARRISON NARCOTIC BILL

(In effect March 1, 1915)

and

DR. JAYNE'S FAMILY MEDICINES

WE WISH to announce to the trade that our liquid preparations containing opium (Jayne's Expectorant and Jayne's Carminative) have less than two grains to the fluid ounce, and our solid preparations (Expectorant Tablets and Jayne's Pills) contain less than two grains of opium to the avoirdupois ounce and the new Law in no way affects their sale or possession.

We put out at one time a Sugar Coated Pill that contained $3\frac{4}{10}$ grains of opium to the avoirdupois ounce, but these were withdrawn from the market about seven years ago and replaced by our new formula pills. Druggists having any of these Old Style, Sugar Coated Pills on hand should return same to us at once and we will replace them free of charge with our new Sugar Coated Pill which will fully conform with the Law.

DR. D. JAYNE & SON.

Is THE testimony of 250,000 retail merchants sufficient evidence for you? That many satisfied dealers are handling Hohner harmonicas and accordeons.

Fifty-eight years of practical experience in harmonica making is back of them. This, combined with the liberal profit allowance to dealers, makes the Hohner line a desirable one to feature in your store.

Ask your jobber or write to M. Hohner, 114-116 East 16th Street, New York.

"YESSIR," said the rugged mountaineer, to the member of congress, "I'm goin' to vote fer you, hard an' frequent. You're one man as does a little sunthin' to protect home industry."

"Then you don't resent my stand in favor of prohibition?"

"That's what I'm a-cheerin' ye fer. You ain't interfered with us moonshiners wuth mentionin', an' you've improved the demand a heap."—*Washington Star.*

THE best money-making, labor-saving, business-building ideas of 350 successful druggists are included in a book published by E. G. Swift, P. O. Box 484, Detroit, Mich.

The title of it is "350 Dollar Ideas for Druggists," and you can get the entire collection of the best ideas of these 350 alert druggists for only one dollar.

Send the dollar now.

THE Carrs already had a very large family when the arrival of another little Carr was announced.

"My goodness!" exclaimed one of the long-suffering neighbors. "It is certainly to be hoped that this is the caboose."—*Liquid Bottler.*

FANCY FOUNTAIN DRINKS—the kind that show large profits—must be mixed smoothly and effectively to cause the customer to come back for more.

Arnold electric mixers produce perfect drinks with a remarkable saving in time and labor. The Arnold has no exposed stick where dirt, dust and flies can gather. The covered container prevents the liquid from splashing.

The Arnold Electric Co., 1276 Twelfth Street, Racine, Wis., has a liberal introductory offer whereby an Arnold Mixer can be obtained on free trial for ten days. Attached to the company's ad. appearing elsewhere in this issue is a coupon which, when properly filled out, will bring particulars of the ten-day trial plan and the new reduced price at which the device is being offered.

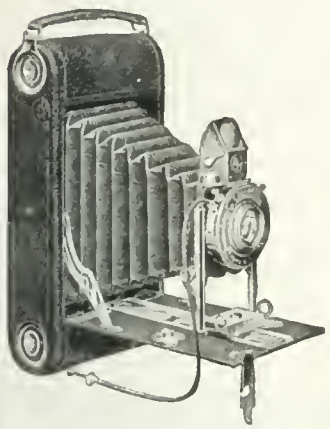
Hunt up the coupon now.

DOBBINS: I hear that your daughter's married a struggling young man.

Jobbins: Well, yes, he did struggle, but 'twas no use; he couldn't get away.—*Providence Journal.*

We are Leading Distributors of CAMERAS and PHOTO SUPPLIES.

You will eventually handle Cameras and Photographic Supplies because they constitute one of the most appropriate and profitable lines for druggists . . . Why not begin right now? This is the most favorable time. Let us tell you about our original assortment plan under which an investment of



FIFTY DOLLARS

Equips a Camera Department

Our fifty dollar assortment includes a careful selection of Cameras, Films, Papers, Tripods, Developing Outfits, Chemicals, etc., in proper proportions to completely equip your Camera Department to meet ordinary requirements . . . It also saves you the bother, time and worry of selecting your initial stock item by item.

Write for itemized list of this $50 assortment.

THE AMERICAN NEWS COMPANY
CAMERA DEPARTMENT
9-15 PARK PLACE, - - NEW YORK CITY

THERE is a profit of 50 per cent to be made on Brooks' Baby Barley. And it's made in America by the Brooks Barley Co., Boston, Mass.

Full one-pound packages selling for 25 cents cost $2.00 a dozen; full half-pound packages selling for 15 cents cost $1.20 a dozen. It is packed in air tight tins, does not get rancid nor lumpy and is liberally advertised. Your wholesaler has it.

A BUXOM farm lass was recently called as a witness in a case in a Yorkshire county court. The girl happened to mention that her sweetheart knew something about the matter.

"Oh," said the judge, "then I think we had better call him to court."

The girl blushed furiously.

"It won't be any good, sir," she protested. "Ah'm fair put to it to get him to court when we're alone, an' ahm sure he won't do it before all you gentlemen."—*Punch.*

SAL HEPATICA, Gastrogen Tablets, and Clinton Cascara Active are products of the Bristol-Myers Co., New York, that are carried in stock by all jobbers.

Is your stock of these steady sellers sufficiently large to prevent the possibility of having to tell customers that you are "just out," thereby sending them to your competitors?

MOTHER: "Johnny, stop using such dreadful language."

Johnny: "Well, mother, Shakespeare uses it."

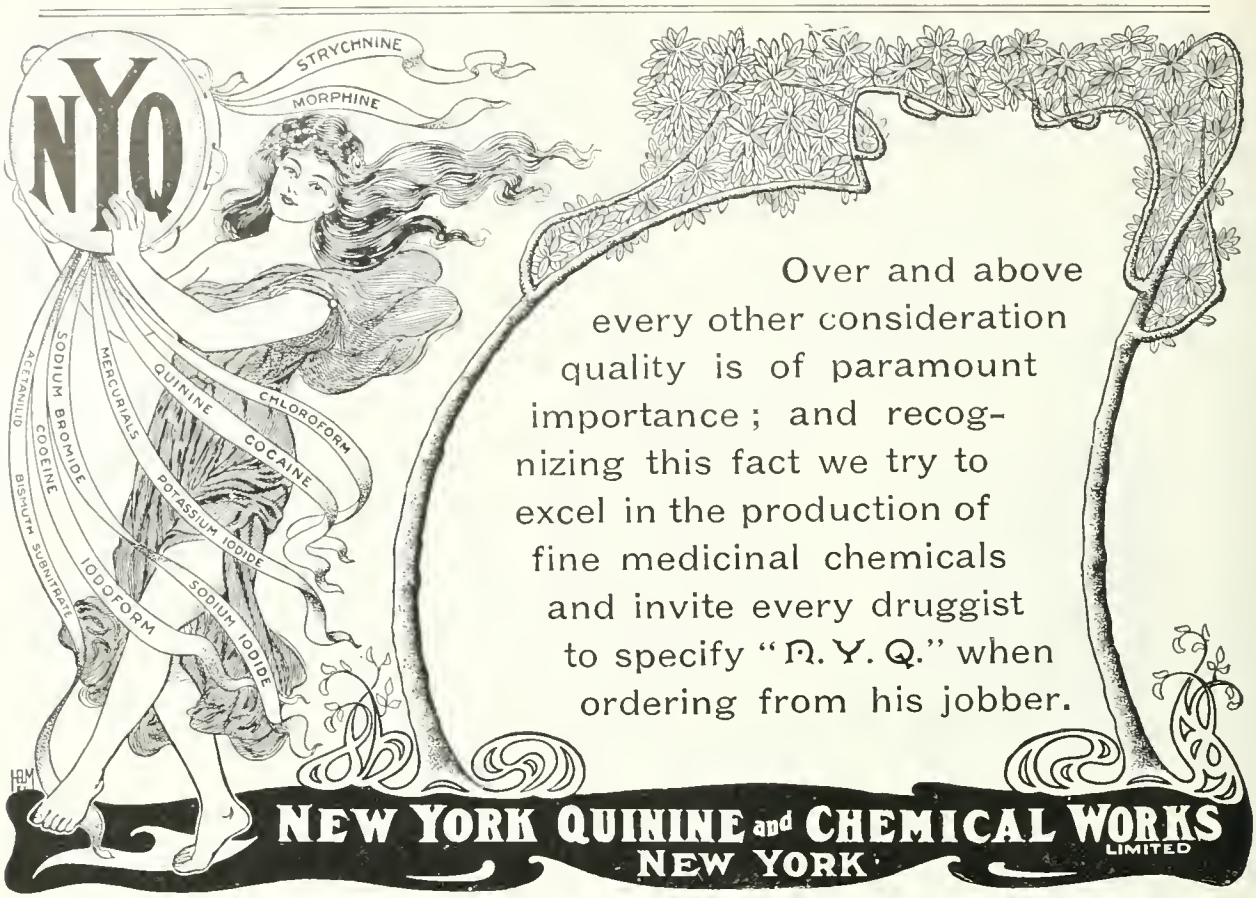
Mother: "Then don't play with him; he's no fit companion for you."—*Retail Druggist of Canada.*

A 300-PAGE CATALOGUE issued by Burke & James, Inc., is a veritable encyclopedia of information for druggists conducting, or desirous of conducting, up-to-date photographic departments. It contains illustrations, descriptions and prices of all the various cameras and accessories demanded by amateur and professional photographers.

The Burke & James line includes the guaranteed Ingento cameras, Atlas films and Rexo developing papers. You can make a nice profit by handling this line, and by taking advantage of the company's special offer you can start the business with a very small investment.

Just write to Burke & James, Inc., Dept. 7053, 240-258 E. Ontario Street, Chicago, mentioning the BULLETIN, and asking for a copy of the 300-page catalogue and particulars telling how you can become a dealer in cameras and photo supplies for a small outlay of money.

"THERE is hack-work and hack-work," said the literary man. "Think of what I get for mine and what the hackman gets."—*Philadelphia Public Ledger.*


N Y Q
STRYCHNINE
MORPHINE
QUININE
CHLOROFORM
COCAINE
MERCURIALS
SODIUM BROMIDE
ACETANILID
COCEINE
BISMUTH SUBNITRATE
POTASSIUM IODIDE
IODOFORM
SODIUM IODIDE
Over and above every other consideration quality is of paramount importance; and recognizing this fact we try to excel in the production of fine medicinal chemicals and invite every druggist to specify "N. Y. Q." when ordering from his jobber.
NEW YORK QUININE and CHEMICAL WORKS LIMITED
NEW YORK

DECORATED TIN BOXES for the many and varied requirements of the present-day drug store are kept in stock for immediate shipment by the American Stopper Co., Dwight and Veronica Streets, Brooklyn, N. Y.

Catalogue "A," issued by the company, fully illustrates and describes the complete line, and will be sent to you upon request.

"MA, better lock up the bathroom, and get out the old wooden tubs."

"Why, pa ——"

"And hide the phonograph and those seven-dollar records."

"For goodness sakes ——"

And while you're at it you'd better put away your fancy dishes and get out those old blue things you hate so."

"What's gettin' into you, pa?"

"We've got a few summer boarders coming here from the city and we've got to give 'em the sort of country life they expect."—*Practical Druggist.*

FOR $5.00 you can get a Daus "Tip Top" Duplicator that will print 100 perfect copies from a penwritten and 50 copies from a typewritten original.

You don't have to pay in advance for it, either. One will be sent you on ten days' trial without deposit. Address Felix A. C. Daus Duplicator Co., Daus Bldg., 111 John Street, New York.

MORE and more is the importance of sanitary dishes at the soda fountain being realized by the discriminating public. The use of paper soda cups and paper sundae dishes appeals to the best class of trade and advertises the store employing them as a leader in sanitary methods.

Aside from preventing the spread of contagious diseases, the use of paper containers enables the dispenser to serve his customers more rapidly, thereby increasing the number of patrons that he can wait upon in a given time. There is no danger of cutting fingers or lips as sometimes happens when glass dishes are used.

The American Water Supply Company of New England, 251 Causeway Street, Dep't H, Boston, Mass., offers a full line of paper dishes for every soda fountain use. Leak-proof paper soda cups and sundae dishes to be dispensed from handsome nickel and glass brackets together with nickel or silvered holders for the paper dishes are among the leading specialties of the company.

If you want your store to be recognized for its sanitary fountain service, and if you would like to cut in half the work attendant to the serving of sodas and sundaes, write the company to-day for catalogues and prices.

"I HAVE a splendid idea for a magazine poem."

"Save it. You don't need it for a magazine poem."—*Awgwan.*

Vortex Sanitary Service

FOR HOT AND COLD DRINKS

PARAFFIN PAPER CUPS AND METAL HOLDERS.

(Patented and Patents Pending.)

Vortex Paper Cups are made for Sodas and Sundaes in regulation sizes for use in Vortex Metal Holders only. They are paraffined on the outside only, sealed without glue, rendering them absolutely odorless and sanitary. The Vortex System not only eliminates sloppy conditions of the fountain and tables and the danger from chipped glass, but also saves:

Loss in breakage of glassware.
Using of hot water.
The expense of washing.
25% in the labor of serving.

If your jobber won't supply you, write us.

THE VORTEX MFG. CO.

CHICAGO.

SPARE HOURS, that might otherwise be wasted, can be utilized by devoting them to the home study of pharmacy so that you can successfully pass the State board.

The Interstate School of Correspondence offers a course of study in pharmacy prepared especially for home instruction that fits you adequately to go before the State pharmacy examiners.

For circulars giving full information, address the School at 633-641 South Wabash Avenue, Chicago.

AN Ohio farmer took his numerous progeny to a county fair in that State. As the party moved about the grounds the father felt his fourth-born tugging at his coat-tails. He turned and the youngster begged him to buy a certain toy.

"Buy it yourself," said the father. "Where's the dime I gave you a little while ago?"

"It's down my neck."

"Well, shake it out."

"But, father," protested the lad, "I can't. It was in my mouth when it went down."—*Toledo Blade.*

CONSISTENTLY advertised to the medical profession, Benger's Food has been a year 'round seller for nearly four decades.

Show cards and advertising matter that act as valuable selling aids to the druggist can be obtained upon application to Benger's Food, Ltd., 92 William Street, New York.

"SIR, your daughter has promised to become my wife."

"Well, don't come to me for sympathy; you might know something would happen to you, hanging around here five nights a week."—*Houston Post.*

LET the Imperial Glass Co., of Charleroi, Pa., quote you prices on glass bottles and jars.

The company has four other offices: New York, Philadelphia, Pittsburgh, and Detroit. Write the nearest one.

IF you want to pass any State Pharmacy Examination, get a copy of "How to Pass State Boards." Price Three Dollars, post-paid. Robert L. Wright, 521 Bainbridge Street, Richmond, Va.—*Adv.*

THE professor felt that he must say something.

"Can the little fellow walk?" he asked, with every appearance of interest.

"What," cried the mother indignantly. "Why, he's been walking now for five months."

"Dear me!" exclaimed the professor, again relapsing into abstraction. "What a long way he must have gone!"—*Judge.*

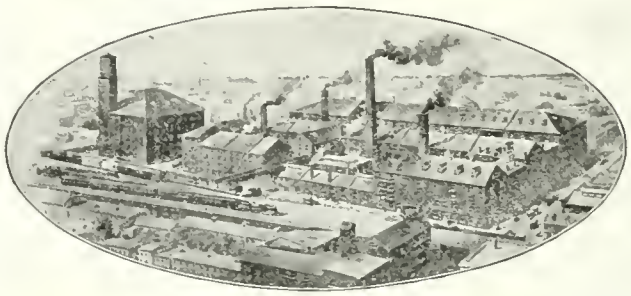
SPECIFY "Merck's" on your orders for chemicals.

P
W
R

FOUNDED 1818

Powers - Weightman - Rosengarten Co.

Manufacturing Chemists



NEW YORK PHILADELPHIA ST. LOUIS

MORPHINE SULPHATE, Flakes or Cubes STRYCHNINE and Salts CODEINE and Salts
QUININE SULPHATE and other Salts MERCURIALS. ACID CITRIC. ACID TANNIC
POTASSIUM IODIDE, Crystals or Granular ETHER, U. S. P., FOR ANAESTHESIA

BISMUTH SUBNITRATE
WHITE BULKY TASTELESS

COMPLETE LIST ON REQUEST. SPECIFY "P-W-R ORIGINAL PACKAGES."

THE NEW KWIK-LITE CATALOGUE.—We wish to call your attention to the handsome 32-page catalogue illustrating Kwik-Lite products, just published by The Usona Manufacturing Company, of New York and Toledo. Kwik-Lite products represent the final word in

improvement and perfection of battery lights. Retail druggists, realizing that flashlights and electric lanterns are staple commodities that have come to stay, are stocking this profitable, easy selling line.

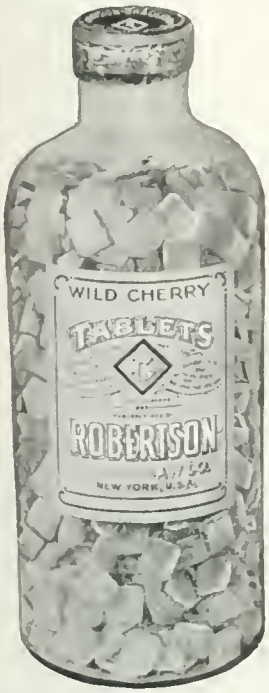
Kwik-Lite products are manufactured in the Usona factories from the raw materials, and are the result of new and original ideas, carefully executed, patented and made up.

When one considers the fact that the Usona factories have been producing, for years past, various goods under special brands and names now well known to the flashlight world, it is only to be expected that the company can produce under its own trade-mark—"Kwik-Lite"—products of unsurpassed quality and excellence. The highly perfected Kwik-Lite is the final result of advanced experience and thorough familiarity with the essentials of the requirements of flashlight users. It is well, therefore, for druggists to consider these facts when making a selection of battery light products.

The Usona Manufacturing Company, Inc., represents only a new name for an old experienced organization, that has been making miniature illuminating products since the inception of the flashlight; it is one of the pioneers in this industry in America. The company designed many of the first practical flashlights ever sold, and it was the experience thus acquired that has made the perfection of Kwik-Lite products an easy progression.

The new Kwik-Lite catalogue is a work of art, and adequately represents this distinctive line of flashlight materials. Interested jobbers and dealers should send for a copy to The Usona Manufacturing Company, Inc., No. 1 Hudson Street, New York City, or No. 309 S. St. Clair Street, Toledo, Ohio.

ROBERTSON'S



5 pounds

FRUIT TABLETS FLAVORS

seldom found except in the original fruit; consequently are business builders; packed in 5 lb. round jars; Fancy 4 lb. square jars.

25 different flavors.

We guarantee

Robertson's Fruit Tablets

to comply with all State pure food laws---

there are none better made; if they do not give satisfaction return to us and get your money; QUALITY first, last and all the time with us. Established retail price 40c. lb. or two ounces for 5c. If not at your jobber's write us direct.

Robertson-Bradshaw Co.

286 Greenwich St., - New York.

Classy Stores Get Big Trade

People spend their soda dimes in up-to-date stores. You can make *your* store modern with the classy

UHL ART STEEL

Fountain Chairs and Tables

Built of handsomely finished cold rolled steel, not wire or strap iron. Far superior to wire makeshifts. Handsome, durable, convenient. Used at best fountains. Cost a little more—but worth a great deal more.

Write for Catalog Now.

Insist on Uhl Art Steel Fountain Furniture. Your jobber can supply you, or write us and we will see that you are supplied.

TOLEDO METAL FURNITURE CO.

3108 Dorr St., - - Toledo, O.

"THE pen with the magic button" gives universal satisfaction, is easy to sell, and you make a liberal profit on it.

It is a skilfully constructed, self-filling fountain pen, made by Arthur A Waterman & Co., 22 Thames Street, New York City. A letter sent to the company mentioning the BULLETIN will bring you an illustrated catalogue and full particulars.

Start fountain pen profits your way by sending for the catalogue to-day.

"Oh dear! I wish I was a turtle."

"What an absurd idea! Why?"

"A turtle has a snap."—*Boston Transcript*

FIRST SHE. "Did your new gown cost much?"

Second She "Only one good cry."—*Philadelphia Public Ledger*

THE Elastic Tip Company, 370 Atlantic Avenue, Boston, Mass., is distributing to the trade an illustrated booklet pertaining to arch cushions, bunion protectors and heel cushions. These articles make an easy-to-sell, legitimate side-line for druggists. They are popular-priced and show an excellent margin of profit.

If you are not on the company's mailing list send a postal card asking for one of the booklets and special trade prices. Arch cushions are big summer sellers.

"WHAT'S that piece of cord tied around your finger for?"

"My wife put it there to remind me to post a letter."

"And did you post it?"

"No; she forgot to give it to me."—*Cincinnati Enquirer*

IT goes without saying that to develop a paying business, trade-pulling advertisements are necessary. How to best secure this advertising is sometimes a serious stumbling-block to the average druggist.

For such a man the Chittenden & Frew Co., 226 South Canal Street, Chicago, solves the problem. This concern furnishes a monthly store paper filled with lively, interesting reading matter. Experts prepare the advertisements contained in it and each and every ad. is the druggist's own. He alone gets the benefit.

If you want to know what a monthly store paper can do for your business, write the company to-day for sample copies and full particulars.

ALICE, an enthusiastic motorist, was speaking to her friend Maude in relation to the slowness of a certain young man at proposing.

"Charley seems to start easy," she remarked, "and he speeds up well; but just at the critical moment he always skids."—*Motor Race*

Do YOU Want More Business?

Of course you do! And you want to get it in the EASIEST, QUICKEST and MOST ECONOMICAL way. This being so, isn't it worth your while to investigate a method which has permanently increased the business of thousands of druggists during the past sixteen years? Write to-day for particulars about the

MONARCH

STORE PAPER

a lively and interesting sheet which we print for you under your own name and which contains no advertisements but your own. These are changed each issue at your direction.

We can prove to your satisfaction that THE MONARCH STORE PAPER is by far the BEST form of advertising for the retail druggist. It is certainly to your interest to investigate.

Send for our literature and sample copies of the paper.

Chittenden & Frew Co.

226 South Canal Street,
CHICAGO, ILL.

STUDENT: "I hear your depositors are falling off."

Cashier: "Yes; they can't keep a balance."—*Yale Record.*

A SATISFIED CUSTOMER.—Charles W. Coyan, of East Pittsburgh, Pa., has in his store four of the display tables made by the Celina Specialty Co., 24 Anthony St., Celina, Ohio. So well pleased is he with the results obtained from their use that he has ordered four more. Here is what he says about Celina tables:

"There is no question as to their value for display purposes; I find they sell many sundries. My tables

Celina tables in Mr. Coyan's store.

are used for soda and luncheonette service and we serve from two to three hundred persons during the rush periods while the employees of the shops in town are out to lunch."

"I have never experienced any difficulty in cleaning the tables. We use a sponge, water and a clean towel after serving, and about twice a week we give them a thorough washing from top to bottom with soap and warm water. I do not hesitate to recommend them, for they have proven satisfactory in every way and have aroused favorable comment by their appearance."

"WHAT do they mean by the horns of a dilemma?"

"Two autos, I suppose, honking at you at once."—*Louisville Courier-Journal.*

ESSENTIAL OILS bearing the label of Fritzsche Brothers, New York, are guaranteed both as to quality and purity.

The name "Fritzsche Brothers" is a safeguard for you.

EXCURSION RATES FOR A. PH. A MEETING. The committee on transportation of the American Pharmaceutical Association announces the following very favorable excursion rates for members who propose to attend the next annual meeting to be held at San Francisco, August 9 to 14 inclusive:

	Fares to San Francisco and Return.		Sleeping Car One-way Rates.			
	Direct routes.	One way via Portland.	Pullman lower.	Pullman upper.	Tourist lower.	Tourist upper.
From—						
Boston, N. Y. C. lines	$109.20	$121.70	$18.50	$14.80		
Boston, B. & M. via Wabash	101.20	118.70	18.50	14.80	$9.75	$7.40
New York, N.Y.C. & Pa. lines	98.80	116.30	18.00	14.40		
Differential lines	94.30	111.80	18.00	14.40		
West Shore & Wabash	91.30	111.80	18.00	14.40	9.25	7.40
Philadelphia	95.20	112.70	17.50	14.00		
Baltimore	92.95	110.45	17.50	14.00		
Washington	92.95	110.45	17.50	14.00	7.00	5.60
Chicago	62.50	80.00	13.00	10.40		
Cincinnati	70.25	88.40	14.50	11.60		
St. Louis	67.50	75.00	12.50	10.00		
Atlanta	72.55	95.00	14.50	11.60		
Savannah	80.50	104.50	15.00	12.00		
Jacksonville	80.50	104.50	15.00	12.00		
New Orleans	57.50	83.75	11.50	9.20	0.75	5.40
St. Paul	63.85	71.95	13.00	10.40		
Denver	45.00	62.50	9.00	7.20		

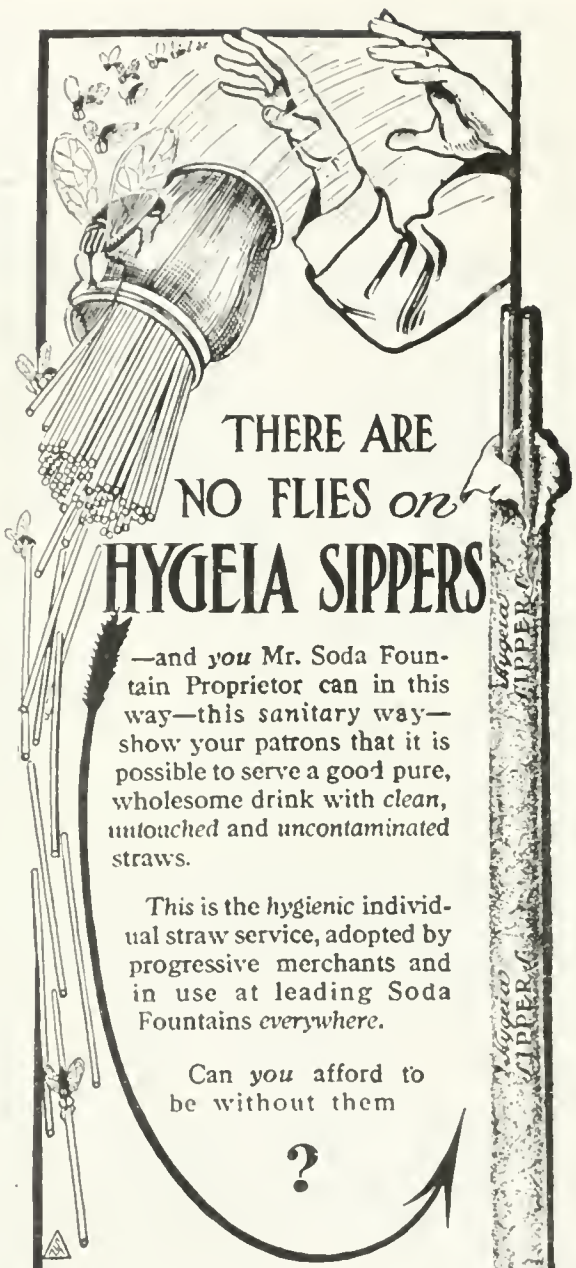
The railroad fares quoted are for round-trip tickets, good for three months, with stop-over privileges west of Chicago.

Direct routes may be described as all running directly into California without passing through Oregon or Washington. Via Portland includes Northern Pacific R. R. (for Yellowstone National Park), Great Northern R. R. (for Glacier National Park), Canadian Pacific (for Banff, Lake Louise, Field Glacier, etc.).

Tourist sleepers are not available generally east of Chicago, but are attached to through Chicago trains leaving Boston, via Boston & Maine and Wabash route on Mondays, Wednesdays and Fridays. New York passengers via West Shore and Wabash can board these cars at Rotterdam Junction. A special tourist or Pullman sleeper can be reserved for parties of 24 and upwards.

The sleeping-car rates named are for continuous service; for stop-overs en route an extra charge is made, which is partially compensated by using the cars for sleeping purposes and thus saving hotel bills.

With the foregoing settled rates for transportation, members are now in a position to make up parties from their respective cities and arrange for suitable stop-overs at points of interest en route.


THERE ARE
NO FLIES on
HYGEIA SIPPERS
—and you Mr. Soda Fountain Proprietor can in this way—this sanitary way—show your patrons that it is possible to serve a good pure, wholesome drink with clean, untouched and uncontaminated straws.
This is the hygienic individual straw service, adopted by progressive merchants and in use at leading Soda Fountains everywhere.
Can you afford to be without them
?
Hygeia SIPPER

NATURAL or ARTIFICIAL STRAWS

two in a sealed paper tube

YOUR NAME ON THE CONTAINERS A SPECIAL FEATURE

At your Jobber or write direct to

THE HYGEIA ANTISEPTIC TOOTHPICK CO.
53 Seventh Ave., New York

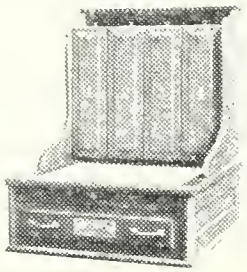
THE SILENT PARTNER

Saves the Time and Cost of a Bookkeeper.

200 Accounts

$100.00 Value.

Fire Protection.



2 Letters From 1 Firm

THEY ARE FROM MISSOURI

LYSTER & LEWIS
Dealers in
GROCERIES, PRODUCE, MINERS' SUPPLIES AND MEATS.
Cainsville, Mo., Jan. 12, 1915.

Detroit Tobacco Co., Detroit, Mich.:

Gentlemen—In looking over your offer for 1,000 Cigars and a 200 Account Register, **it looks like it would be impossible** for you to make this kind of an offer, but as we are in the market for an Account Register, we would be pleased to have you ship us one of these at once without delay, with the understanding that we will ship it back if not satisfactory.

Yours very truly,
LYSTER & LEWIS.

Ref.: Cainsville Bank, or Dun or Bradstreet's.

Cainsville, Mo., Feb. 10, 1915.

Detroit Tobacco Co., Detroit, Mich.:

Gentlemen—You will please find enclosed check for the first payment on your new Account Register. **To say that we are pleased is putting it very mildly,** for we are not in position to see how you people can put out such a Register as you do, with 1,000 Cigars of such quality.

Will say that we ordered this Account Register to take the place of a $100.00 Register, but with the $100.00 Register we had no fire protection without using the third sheet in making up our orders—and the third sheet will run anyone insane in a mine town as we are located.

Thanking you for your promptness, we remain,
Yours truly,
LYSTER & LEWIS.

We have HUNDREDS of similar letters.

FREE

With 1000 of our best 5c Cigars at $42.75 per M. In three easy monthly payments of $14.25 each. To be returned within 15 days from date received if you do not consider it equal to any $100.00 Register. Write To-day.

Detroit Tobacco Company,
Detroit, Mich.

HYGEIA SIPPERS AND FOUNTAIN SANITATION.—Clean, sparkling glasses or sanitary paper cups are regarded as essential factors in securing the patronage of discriminating soda drinkers. Rare, indeed, is the fountain owner who neglects this feature of his service.

To further cater to the demand for cleanliness at the fountain many dispensers are using Hygeia Sippers. Hygeia Sippers show the way to get rid of the danger of uncovered straws which, from their exposure to flies, dust and indiscriminate handling, are sometimes liable to be the source of considerable danger.

Hygeia Sippers are automatically sealed at the factory in individual paper tubes and go to the soda drinker in their original containers. Customers appreciate their presence at the fountain and realize that the man who serves them is looking after their comfort and welfare in all possible ways.

The testimony of fountain owners who have employed Hygeia Sippers shows that not only have fountain sales been increased by their use, but that added confidence in other departments of the store has also been established.

CONGRESSMAN: "Want a job, eh? What can you do?"

Constituent: "Nothing."

Congressman: "Sorry, but those high-salaried jobs are all taken long ago. You must wait for a vacancy."—*Washington Post.*

AMBITIOUS pharmacy students desiring to pass the State Board will find much of value to them in "Board Questions Answered."

This practical book gives the complete examinations of ten State pharmacy boards, together with comprehensive answers to the questions. It serves as an effective aid to the student who desires to improve or to review his pharmaceutical knowledge.

E. G. Swift, P. O. Box 484, Detroit, Mich., will send the book, post-paid, upon receipt of $1.50.

"WHAT are the most important islands on the globe?" asked the geography teacher.

And without hesitation the boy from New York answered, "Ellis, Manhattan and Coney."—*Washington Star*

THE excellence of the Pond's Extract Company's "Vanishing Cream" appeals to your customers, and the excellent profit resulting from its sale should appeal to you.

Write the Lamont, Corliss & Company, Dept. S, 131 Hudson Street, New York City, for particulars of its free deals.

There's a profit of 75 per cent in it for the druggist.

"I'M new in the cigar business, so I'm trying to familiarize myself with the various brands."

"Learning the ropes, so to speak."—*Louisville Courier-Journal.*

STEEL SODA FOUNTAIN FURNITURE.—The Toledo Metal Furniture Co., manufacturers of Uhl Art Steel Furniture, whose advertisement appears in this issue of BULLETIN OF PHARMACY, offers to druggists and soda dispensers a line of convenient, durable, economical and serviceable furniture.

Fifteen years ago the Uhl idea was conceived and the first chair brought into existence in a small bicycle repair shop owned by the Uhl Brothers, Toledo, Ohio.

The first chair, although crude in comparison with

Uhl Chair and Table.

the present-day product, proved the idea a success. It at once established the U-shaped formation of cold-rolled steel as the most ingenious method yet invented for securing in the legs of chairs, stands and tables a maximum of strength with a minimum of weight, without any sacrifice in appearance. It proved that the novel patented truss-locking device was a marvel of simplicity and strength.

From this humble beginning has grown a plant of 60,000 square feet of floor space, of the most modern construction and equipment. The product is distributed

A Uhl Art Steel Chair.

in all parts of the world, and wherever used, the words "Uhl Art Steel" stand for merit.

Uhl Art Steel is popular because it has quality. It returns 100 per cent value. It guarantees prolonged newness, and insures freedom from replacing and repairs. It stands the test that cannot fail—service. It costs more because it is worth more. For the little difference in price you get a big difference in value.

Write the Toledo Metal Furniture Company, Toledo, Ohio, for fuller particulars.

SOFT GELATIN CAPSULES

CAN BE BOUGHT CHEAPER FROM US THAN ANY OTHER FIRM

BECAUSE

We distill most of our oils.
We sell at Cash Prices.
No advance since the war started, although ingredients have advanced.

For Instance—	Express Prepaid.
1000 No. 1¼'s Apiol Comp.....	$ 6 75
1000 No. 1½'s Apiol and Ergotin...	8 25
1000 No. 36's Methylene Blue.....	6 00
1000 No. 42's Salol Compound.....	6 50
1000 No. 43's Salol and Santal.....	10 50
1000 No. 45's Santalwood E. I. 10 min.....	12 00
1 gross Ricinol-Grape (6 capsules to a box)..... (Von make 100%)	7 20
1 dozen Olive Oil Grape (24 capsules to box)..... (These two Nationally advertised)	2 00
Ricinol-Grape, Tapeworm Remedy advertised in the twelve leading Medical Journals. Every druggist should order one box at least.	
Malefern, Kamala and Ricinol-Grape, 9 light and 9 dark—in all 18 capsules.....	60c net

Less 5% after you receive the products and are satisfied that they are as fine as we claim them to be.

Or 10% discount if check accompanies the order.

Write for full price-list. We will also cheerfully furnish "cash price" quotations on all special formula work in the line of Soft Capsules, Bougies, Suppositories, and Gelatin Tubes; the latter is made exclusively by us.

GRAPE CAPSULE COMPANY

108 FULTON STREET, NEW YORK.

For prompt service correspond direct with Laboratory at Allentown, Pa.

Soft Ice Cream is a Big Loss

When cream becomes soft it loses half its volume. You lose half your profit and much of your trade. That is why an inferior ice cream cabinet is a very expensive thing.

C. NELSON

PATENT

ICE CREAM CABINETS

not only keep cream uniformly hard but save 65 per cent in ice, salt and labor over any other cabinet made. They require packing with ice but once in twenty-four hours.

NELSON PATENT CABINETS are constructed entirely of wood, everlasting California Red Wood being used for the outer case and cedar for the circular independent compartments.

The compartments are separated from the outer walls and from each other by GRANULATED CORK (the best non-conductor of heat and cold known). Drain pipes are of heavy brass secured by brass locknuts.

A NELSON CABINET will outlast five steel cabinets, barring none. Ice cream men know what salt does to steel. NELSON CABINETS sold in the Spring of 1899 are yet in use.

IRON-CLAD GUARANTEE.

Any NELSON CABINET which does not prove to be all we claim for it, after using it for thirty days, return at our expense for freight both ways, and we will refund the purchase price in full.

SEND FOR CATALOGUE.

C. NELSON MFG. CO.,

2307 DIVISION STREET,

ST. LOUIS, MO.

HUB (suddenly waking at midnight): "What in the world was that noise?"

Wife (entering the room): "It's all right, dear. The people are coming home from the opera, and I slipped down and gave the front door a slam so the neighbors would think we were there."—*Life.*

DR. D. JAYNE & SON, of Philadelphia, announce that their line of family medicines is not affected by the Harrison Anti-Narcotic Law.

Jayne's Expectorant and Jayne's Carminative each contain less than two grains of opium to the fluidounce and are consequently exempt. So, likewise, are Jayne's Expectorant Tablets and Jayne's Pills, neither of which have two grains of opium to the avoirdupois ounce.

The company at one time put out a sugar-coated pill that contained 3 4/10 grains of opium to the avoirdupois ounce, but these were withdrawn from the market about seven years ago. Druggists who happen to have any of these old style pills on hand should return them to the company at once, receiving in exchange for them new pills which comply in full with the law.

"I've been reading an article on electricity, John," said the wife as she laid down a copy of a technical magazine which she had been perusing. "And it appears before long we'll be able to get pretty near everything we want just by touching a button."

"It will never pay here," growled the husband. "You would never be able to get anything in that way."

"Why not, John?"

"Because nothing on earth would ever make you touch a button. Look at my shirt!"—*Iron World.*

IT pays to push Pluto Water, for it is always sold at full price. It is prescribed by physicians and has back of it an aggressive, nation-wide publicity campaign.

Upon request, The French Lick Springs Hotel Co., French Lick, Indiana, will send to you, prepaid, interesting literature and artistic window display material that will draw Pluto Water customers to your store.

When Rastus Johnsing's son arrived,
He looked just like his poppy.
In fact, the doctah done declared
He was a carbon copy.

—*Cornell Widow.*

YOUR jobber can supply you with both sizes of the popular Eckman's Alterative. The regular $2.00 package costs $16.00 a dozen, and the new size $1.00 bottle, $8.00 a dozen.

Attractive literature, helping to increase your sales of this preparation, can be obtained from the Eckman Mfg. Co., Philadelphia, Pa.

A SCHOOL-TEACHER recently gave his pupils a lecture on patriotism. He pointed out the high motives which moved the Territorials to leave their homes and fight for their country.

The school-teacher noticed that one boy did not pay attention to the instruction, and as a test question he asked him:

"What motives took the Territorials to the war?"

The boy was puzzled for a moment, then, remembering the public "send-off" to the local regiment at the railway station, he replied:

"Locomotives, sir."—*Tit-Bits*

THE House of Mennen is helping you to make quick, easy, frequent sales that will reduce your cost of doing business.

The company advertises in a great many of the leading magazines, uses bill-boards, painted bulletins, street-car signs, employs special circular campaigns and furnishes the better kind of dealer helps. All this it does to help you increase your sales of Mennen's goods.

Write The House of Mennen, Newark, N. J., today, asking for information about the various items in the Mennen line.

"DOCTOR, I believe I have gout.

"What is your husband's salary, Mrs. Fawney?" asked the doctor.

"Twenty-five a week."

"You are troubled with rheumatism," remarked the doctor.—*Western Druggist.*

GLYCOTHYMOLINE comes in three-ounce, six-ounce (sprinkler top), and in pound bottles. These are popular sizes and sell for popular prices, namely, 25 cents, 50 cents and one dollar.

Ask your jobber or write the Kress & Owen Company, 361-363 Pearl Street, New York, for trade prices.

STATING IT PLAINLY.—A witness called in District-Attorney Perkins's investigation of the short-circuiting of the Subway, in which a woman lost her life and more than a hundred persons were overcome with smoke and fumes, described the situation as follows:

"Then Stygian darkness ensued, momentarily interrupted by fitful gleams of weird electricity that rose and fell with ghastly effect. Men stood riveted to the spot, women screamed in abject terror, and pandemonium reigned. To increase the realism of living death that seemed to be enshrouding the sepulchral aspect of the place, a demoniacal guard of barbarous foreign countenance, and accent in guttural tones, ordered the transoms closed. I knew the end was nigh, and with calm indifference devoid of hope awaited the last gruesome catastrophe."

Mr. Perkins withholds the name of the witness.—*New York Sun.*

USE CHERRYALLEN DISPENSERS

Cherryallen Dispensers are profitable fountain equipment. The Syrup Dispenser (shown at top) is a necessity for every fountain that sells Cherryallen.

Cuts serving-time in half, makes uniform drink, is attractive on the counter, and perfectly sanitary. 21 inches high, 7½ inches square at base. White metal, extra *heavy silver plated;* white marble base; frosted glass container—all easy to keep clean. (Buy Syrup Dispenser with Special Offer No. 2.)

FOUNTAIN DISPENSER

The Fountain Dispenser (at bottom) is a necessity for the man who hasn't a regular fountain; a truly wonderful money maker. A great aid to the man who has a fountain, to take care of rush trade. With this Dispenser you are equipped to serve any drink.

Turn lever to left and get a fine or coarse stream of carbonated water. Right turn draws ready mixed Cherryallen. Dispenser sits on counter and connects with cooler below. Same material as Syrup Dispenser. We furnish ice box, coils and block-tin pipe with dispensers. (Get finished Drink Dispenser with Special Offer No. 3.)

Cherryallen has quality and makes you big profits. 4-1/10c actual profit on every glass. Here are the figures.

One gallon Cherryallen and one gallon simple syrup make two gallons or 256 ounces finished syrup. An ounce to a glass (glasses furnished free with offers) makes 256 glasses at 5c each, or $12.80. Deduct $2.30 (cost of Cherryallen, simple syrup and carbonated water), leaving $10.50. Divide by 256 glasses, and you have a little better than

4-1/10c PROFIT PER GLASS

Six carloads of Cherryallen shipped recently in a single day. Our big new circular shows testimonials on Cherryallen from fountain men in every State. Also gives Special Offers in full. If you haven't seen it, write us—a postal will do.

THE ALLEN RED TAME CHERRY CO.

101 Second National Bank Bldg.,

TOLEDO, O.

IMPORTANT

ANNOUNCEMENT

This is to announce Brenard's New Trade Extension Campaign—a campaign that is 100 per cent. more efficient than our old plan. It gets right down to the very fundamental principles of correct business building—it grips and holds the interest of a whole community.

It is so different—so much more impelling—such a big business builder that you will want to know about it.

Without obligation on your part we will be pleased to give you full and complete information.

We will tell you

—how it will get you a lot of new customers who will stay with you.
—how it will hold your old customers.
—how it will get business from people who are in the habit of patronizing your competitors.
—how it will get business from people who are in the habit of patronizing catalogue houses.
—how it will get business from people who are in the habit of patronizing soap clubs.
—how it will get business from people who are in the habit of patronizing department stores in near-by cities.
—how it will get full price for your odds and ends and slow sellers.
—how it will sell everything for cash.
—how it will collect your old outstanding accounts and retain the good-will of your customer.
—how it will get people to deposit hundreds of dollars with you to be traded out at some future time.
—how it will make dull Wednesday a bigger day than busy Saturday.

If you desire to use this NEW Trade Extension Campaign to greatly increase your business and sell everything for cash, write us right away as we will close a deal with the first merchant who wants it in your town.

When you arrange to use our plan we will agree not to sell it to any of your competitors in your town so long as you remain our customer.

Write to-day to

BRENARD MFG. CO.,

IOWA CITY, - - - IOWA.

Brenard Mfg. Co., Iowa City, Iowa.

Gentlemen:—Without obligation on our part please give us full and complete information how we can get more net profit in 1915 than we did in 1914.

NAME _____

TOWN STATE

"Don't you love to wander out in the country where the little lambkins play?"

"And the graphophones don't. You bet."—*Louisville Courier-Journal.*

Business-bringing window trims—over 500 of them—can be built with little effort, and no cost except the initial one, by the use of Oscar Onken window fixtures.

Onken Younits, by reason of their sunken steel socket construction, cannot wear out. There are no screws used in setting up the displays, so that they will last for years. The parts are interchangeable, making possible hundreds of trims, no two of which are alike.

Onken Younits are made of kiln-dried oak and of cold-rolled steel. They are guaranteed for one year against defects in construction or unsatisfactory fitting of the parts. With each outfit is included a large, beautiful book, illustrating many handsome window trims that prove of much value in designing trade-pulling displays.

Turn to the company's ad. appearing on another page of this issue, or write the Oscar Onken Co., 211 W. 4th Street, Cincinnati, Ohio, for further particulars and prices.

"I see that Carranza has set out to see whether he can not find Villa."

"And do you think he will succeed in not finding him?"—*Philadelphia Public Ledger.*

The New Diamond Dye Annual and Direction Book.—Diamond Dyes are unquestionably staple goods for druggists. For more than thirty-five years these famous household necessities have held certain year-in-and-year-out profits for retail druggists.

Each year the makers, Wells & Richardson Company, of Burlington, Vt., publish a valuable book—"The Diamond Dye Annual and Direction Book." This druggists distribute to their customers, who find in it hundreds upon hundreds of money-saving ways to use Diamond Dyes. The book is handsomely printed on a good grade of paper, with illustrations by competent artists, and is written by a corps of experts on the subject of dyeing.

Probably one of the most valuable features of "The Diamond Dye Annual" is the testimony of the great number of women who have used Diamond Dyes with complete success every year. Clever women discover new uses to which Diamond Dyes may be put. The makers quickly seize upon these suggestions and spread the news to women throughout the country. This they do by using big advertising space in magazines and newspapers and through "The Diamond Dye Annual and Direction Book."

Write to the company to-day asking how you can get more Diamond Dye business for your store.

"He is a self-made man, is he not?"

"Yes, except for the alterations made by his wife and her mother."—*St. James Gazette.*

"I've promised to go in to supper with some one else, Mr. Blanque; but I'll introduce you to a very handsome and clever girl."

"But I don't want a handsome and clever girl; I want you."—*Boston Transcript.*

Amusing Errors by Well-Known Writers.—A popular writer was recently expatiating on the strange errors of famous literary men.

Trollope, for instance, tells us that Andy Scott "came whistling up the street with a cigar in his mouth." Jules Verne, in "Around the World in Eighty Days," would have us believe that his hero arrives triumphantly at his club just as the clock strikes 10 minutes to 12. It was a Paris journal that described the discovery of a naked body in the Seine with 10 sous in his waistcoat pocket, which is on a par with Defoe's statement that Robinson Crusoe, before undressing to swim to the wreck, took care to fill his pockets with biscuits, while in "Don Quixote" Sancho goes on riding his ass after that animal's death.

In "King Solomon's Mines" Rider Haggard describes the famous eclipse of the sun as taking place at new instead of at full moon, and Walter Besant in "The Children of Gideon" ses astronomy at defiance and makes the moon rise in the east at 2 a. m., whereas it must have been noted by all that the new moon rises in the west. In this connection the author went on to state that even Rolfe's "Burial of Sir John Moore" is wanting, as an inquisitive astronomer took the trouble to work back and found that "the struggling moonbeam's misty light" was a myth, as there was no moon at all to struggle on the night in question.

Scott, in "Ivanhoe," makes a knight of Richard I. converse with a contemporary of William the Conqueror, Richard's great-grandfather, and in "The Newcomes" Clive dates a letter 183— and asks: "Why have we no picture of the sovereign and her august consort from Smee's brush?" forgetting that there was no prince consort until 1840.

The anachronisms of Shakespeare were no less amusing. In "King John" cannon boom, although there were no cannon to boom until 150 years later. Printing is referred to in Henry II., although there was no printing until the seventh Henry's time. Clocks are spoken of in "Julius Caesar," and he does not hesitate to include a billiard table as part of the furniture of Cleopatra's house! This reminds us of the teapot in the Mayflower museum that, to quote Max O'Rell, "was brought across by the fathers 50 years before tea became known in England."—*Japan Mail.*

An old fellow visiting an art exhibition stopped before a portrait which showed a man sitting in a high-backed chair. Tacked to the frame was a small white placard, reading: "A portrait of J. F. Jones, by himself."

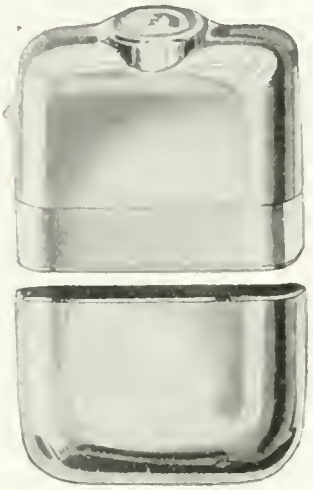
The aged man read the card, and then chuckled sarcastically:

"Vot fools is dese art beoples," he muttered. "Anybody dot looks at dot picture vould know dot Jones is by himself. Nobody else is in der picture."—*Puck.*

ANNOUNCING

Kwik-lite

PRODUCTS



New Metal Telescope No. 3477.

A Complete Line of Flashlight Cases and Battery Lanterns of Exceptional Quality and Design.

BATTERIES and LAMPS.

JOBBERS and DEALERS

who wish a distinctive line of Flashlight materials should send for this handsome 32-page KWIK-LITE catalog ⟶

It tells the story of 65 distinct styles and finishes of

Flashlights and Lanterns, New and Improved Designs.

ALL OUR OWN MANUFACTURE

Send TO-DAY for catalog and prices to our nearest office.

The Usona Manufacturing Co., Inc.

1 Hudson St., NEW YORK CITY.

309 S. St. Clair St., TOLEDO, OHIO.

Combined Ledger-

DUPLICATING

Statement System

A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

$18.75

Write us now for catalogue K, Explanation and Forms.

The Richmond & Backus Company

DETROIT - MICHIGAN

ESTABLISHED 1842

AN AMBITIOUS SOUTHERN GIRL.—Among the constantly-growing group of women who are choosing pharmacy as a profession is Miss Dora Holiday of Mobile, Ala. Miss Holiday is employed by the Chas.

Miss Dora Holiday.

Burkett Drug Store of Mobile in the capacity of bookkeeper and clerk in the prescription department.

Her close attention to business renders her of valuable assistance to the store and promises to enable her to realize her ambition to become one of the successful woman pharmacists in the South.

COMBINATION A, when placed in your window, provides 288 moving displays to catch the attention of people in the street. It is a splendid sales stimulator.

Combination A consists of 144 fish globes, 288 goldfish and 144 packages of fish food. You can give these fish free of charge to your customers at no cost to yourself, if at the same time you sell a package of the fish food for 10 cents.

Turn to the ad. of J. J. Wade & Co., of Toledo, Ohio, for particulars of this and other goldfish combinations.

THE minister visited the Sunday school class one Sunday afternoon, just after Christmas, and unrolled a beautifully colored chart depicting the Flight into Egypt. "And," said he, using the pointer, "the angel said unto Joseph, 'take ye the mother and Child and flee into Egypt.' Isn't that beautiful, children?" asked the minister. Here you see Joseph, the angel, the mother, and the Child. In the background is Egypt."

Before he could go further a small voice was heard inquiringly, "Where is the flea?"—*Associated Sunday Magazines.*

Post-cards of interesting local views will be printed to your order in lots of 100 and up by applying to the Local Views Printing Co., 437 Broadway, New York. Your profit is 500 per cent.

Write for particulars and free samples.

Detroit Branch, A.Ph.A.—At the regular monthly meeting of this organization, held on Friday evening, March 19, the principal speaker was Dr. C. W. Edmonds, professor of pharmacology in the medical department of the University of Michigan. Dr. Edmonds addressed the members of the branch, and a number of physicians from the Wayne County Medical Association who had been invited to be present, on the subject of "Twilight Sleep."

He told of the various derivatives of opium used in connection with scopolamine, describing in detail the results following their administration in cases of childbirth. The discussion following Dr. Edmonds' interesting and instructive talk was joined in by many of the doctors and druggists present and helped to clear up some of the popular misconceptions regarding this much-talked-of subject.

Vortex paper cups for hot and cold sodas and sundaes are fast coming into popular favor as the best means of insuring sanitary service at the soda fountain. They do away with all dangers likely to arise from the use of chipped glasses and there is no expensive breakage loss to stand. They also eliminate the use of hot water at the fountain, saving the expense and labor of washing.

No glue is used in the manufacture of Vortex cups and they are paraffined on the outside only, thus rendering them absolutely odorless and sanitary. Handsome metal holders especially designed for Vortex cups serve to make the combination distinctly ornamental.

If your jobber can't supply you, ask the Vortex Manufacturing Co., 412 Orleans Street, Chicago, Ill., for prices and particulars.

"Let's drop into this restaurant."

"I don't believe I care to eat anything."

"Well, come in and get a new hat for your old one, anyway."—*Boston Transcript.*

Chump: Were you ever at an afternoon tea?

Grump: No, but once I was in a place where sixteen phonographs played simultaneously.—*Harvard Lampoon.*

More than half the metallic bismuth sold in the American market is supplied by the United States Metal Refining Co., 42 Broadway, New York.

Whenever this company's Usmrco brand of metallic bismuth has been assayed by manufacturing chemists its standard of purity and refinement has been found to be equal to or better than that of Saxon, English, or Bolivian bismuth. Because of its arsenic-free properties the use of the Usmrco bismuth materially decreases the cost of making U. S. P. bismuth subnitrate and other bismuth salts.

Hick: "This match won't light."

Hike: "That's funny. It lit all right a minute ago."—*Michigan Gargoyle.*

Exclusive Agency Proposition for Leading Druggists

We have a highly remunerative and desirable exclusive agency to place with one good druggist in every town where we are not already represented.

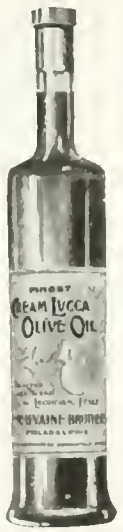
Full details cannot be given here, but we are confident you will be interested in our unique proposition concerning the special agency for

McIlvaine's Finest Cream Lucca Olive Oil

Let us show you how we sell it for our agents and how we create steady consumers of olive oil and permanent customers for your store. We do this without a penny of cost to our agents and without that kind of extravagant advertising which too often eliminates satisfactory profits.

Ours is a direct business producing campaign to the best people in your town and for your exclusive benefit, if you are our agent.

There is a coupon printed below. Fill it out and attach to one of your letterheads. We will send you full particulars promptly.



McIlvaine Brothers

Drug Importers and Millers

Philadelphia

Please send particulars about the agency for

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL.

NAME _____

STREET _____

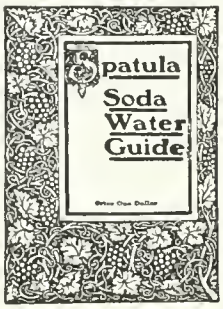
CITY _____ STATE _____

BI

Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for our subscribers. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us $1.00 (Foreign 5/6) for a new subscription *and will ask for it*, we will send one of these pins with our compliments.

THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10½x8, bound in an attractive cover. Post-paid, $1.00 (Foreign 4s.); with SPATULA 1 year, $1.50 (Foreign 8s.).



300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, $1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

Send a 2-cent stamp for Spatula Soda Girl in colors on cardboard, sample copy of Spatula and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

YOU will garner a
HARVEST OF DOLLARS
at this time by consistently pushing

PLUTO WATER

Prescribed by physicians, backed by an aggressive, nation-wide publicity campaign; and, ***vitally important to you,***

Always Full Priced

Delightfully interesting literature and artistic window display material that magnetically attracts new customers, sent promptly prepaid by

French Lick Springs Hotel Co.
FRENCH LICK, INDIANA

N.B.—Write To-day. Remember the ant and the grasshopper

VISITOR: "Is your husband in, Mrs. O'Brien?"

Mrs. O'Brien: "Yes, sor."

Visitor: "I'd like to see him."

Mrs. O'Brien: "Ye can't, sor; he's in for t'ree months."—*Houston Post.*

VACATIONS are events. For fifty weeks out of the year many people are planning how best to spend their annual holidays. Naturally, these people wish to preserve mementos of their yearly outings and the way that appeals to numbers of them is to photograph the interesting scenes and occurrences that are met with.

Here is where the druggist can get his. He can cater to this trade and obtain the business that would otherwise go to dealers in photographic goods.

For 75 dollars the Ansco Company, of Binghamton, N. Y., will supply a complete assortment of cameras and photographic supplies, which when sold will return the dealer a profit of 40 dollars. The outfit includes eight of the most popular, ready selling Ansco and Buster Brown cameras; 6 dozen rolls of Ansco films in assorted sizes; 90 one-dozen packages Cyko paper in assorted amateur sizes; 24 packages Cyko acid hypo, and 10 boxes of developer tubes.

In addition the company will supply complete window and counter display advertising helps that will bring the attention of the public to the line.

To-day is the time to send for initial stock order suggestion No. 1A and for full information as to how to install a money-making photographic department.

Make Pen Profits

WITH

The Pen with the Magic Button

The quick selling "A.A." Self Filler.
The demand for Fountain Pens is so great that dealers realize

LARGE PROFITS

can be made if they handle a skilfully constructed line which provides a liberal trade discount.

Our line gives universal satisfaction—you can make a good profit on it. Why not write for full particulars.

Self Fillers, Middle Joint, Lower End Joint and Safety Fountain Pens.

Illustrated catalogue and discounts upon request.

ARTHUR A. WATERMAN COMPANY,
ESTABLISHED 1895.
22 Thames Street, - New York City.
NOT CONNECTED WITH THE
L. E. WATERMAN COMPANY.

"So Miss Banger played for you? She claims she can make the piano speak."

"Well, I'll bet if it spoke it would say: 'Woman, you have played me false.'"—*Boston Transcript.*

THE composition of Glyco-Heroin (Smith) manufactured by the Martin H. Smith Company, New York, has not been changed to meet any of the exemptions or privileges allowed under the Harrison Anti-Narcotic Law. It will remain just what it always has been.

The physician in prescribing Glyco-Heroin (Smith) will simply use ordinary prescription blanks, giving the name and address of the patient, the doctor's name and address in full, his registry number and the date when written. As the use of Glyco-Heroin by the medical profession is not prohibited, it is not returnable to the manufacturers.

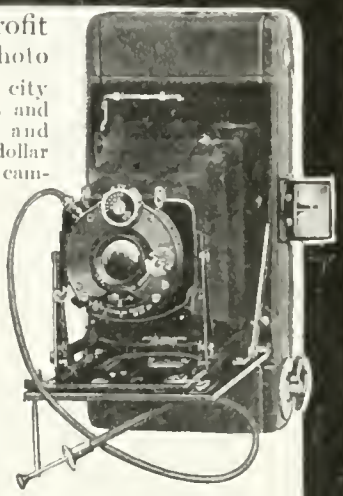
IT was recess. Two small boys were having a somewhat rough struggle, and when one received an unexpected hard blow he exclaimed:

"If you don't look out, you'll end up in a place that begins with H and ends with L!"

A passing teacher, hearing the remark, scolded the boy severely for what he had said.

"Well," replied the boy, after a pause, "I'm sure I don't know what you're talking about. I only meant hospital."—*Associated Sunday Magazines.*

New Profit
In Photo Supplies



THERE is profit for you in photo supplies. In your city there are hundreds and hundreds of men and women who spend dollar after dollar on their cameras. Every one of your customers is a prospective buyer of a camera and supplies.

Send the coupon today and let us tell you how thousands of druggists all over the country have made splendid successes by carrying the B. & J. line. Find out how you can install this splendid side line in your store by making a remarkably small investment.

Quality Insures Repeat Business

Ingento Cameras—backed by an unlimited guarantee and equipped with the new Acutic Lens mark the one great advance in camera making. Rexo—the king of developing papers has taken the country by storm. Atlas films are unsurpassed. In our new catalog that we will send you free you will find listed thousands and thousands of accessories used in photography. Everything from the most insignificant chemical to the most complex motion picture camera. Every article backed by the great B. & J guarantee. It has been the experience of thousands of druggists that their quality insures repeat business. Ask any one of them.

Send the Coupon

Put your name and address in the coupon and find out about the opportunities for increasing your profits. Get our new catalog and full particulars of the offer on which you can become one of the merchants who makes additional profit from this splendid side line. Absolutely no obligations of any kind. Fill out the coupon and mail it today.

Burke & James Inc
Dept. 7054 240-258 E. Ontario St., Chicago

To Burke & James Inc
Dept. 7054, 240-258 E. Ontario St.,
Chicago, Illinois.

GENTLEMEN:—Please send me without obligations, free and prepaid, your new catalog and tell me how I may become a dealer in cameras and photo-supplies for a very small investment.

Name .....

Address .....

$IX $UGGESTIONS

FOR THE RETAIL DRUGGIST

1 Abbott's Saline Laxative and Salithia net you over 75% profit. These are the best effervescent salines made. Why not push these?

2 Calcidin (Abbott) is very popular among physicians for the treatment of bronchitis, croup, colds and pneumonia. Are you in stock?

3 You should have in stock, for emergency use, a bottle of Carter's Mercury-Antidote for the treatment of corrosive sublimate poisoning. It is a reputation-builder, for it saves lives.

4 Emetine (Abbott) and Boremetine are in great demand among physicians and dentists for the treatment of Pyorrhea and Hemorrhage. New booklet is now ready.

5 Galactenzyme, Sodoxylin, H-M-C, Carbenzol and Nuclein (Abbott) are winners. Your jobber is stocked.

6 If you haven't a copy of our Price-List send for it to-day.

The Abbott Alkaloidal Co.

[The Abbott Laboratories]

Ravenswood, CHICAGO

Seattle San Francisco Los Angeles Toronto New York Bombay

PREPARE FOR

STATE EXAMINATION IN

PHARMACY

We offer a course of study in the elements of Pharmacy, prepared expressly for correspondence instruction, by OSCAR OLDBERG, Pharm. D., Dean of Northwestern University School of Pharmacy, Chicago. It is the strongest course that can be constructed for home students, and is offered with the assurance that any person who is competent to begin the study of Pharmacy can be prepared by us as well as by any other means to pass State Board examinations.

STUDY SUCCESSFULLY AT HOME

The course prepared by Dr. Oldberg covers 27 extended divisions; the last three are based upon the Pharmacopœia of the United States, which book is given to every student in addition to the volume containing the correspondence lessons. In the course unnecessary detail is eliminated, but the text is sufficiently clear and explicit to prepare the student adequately for his examinations. Recitation papers are corrected with greatest care and are returned to the student accompanied by printed answers to test questions. These answers furnish valuable side-lights upon the work, as they indicate how author and instructors would answer their own questions.

Graduates in our Academic Courses may receive entrance credits in Northwestern University. Advanced credits are also given in various State Normal Schools and colleges of high rank. This connection should give students fullest assurance that instruction in all courses is on a high plane.

Write for circulars giving full information.

Interstate School of Correspondence

633-641 South Wabash Ave., Chicago, Ill.

VALPARAISO UNIVERSITY SCHOOL OF PHARMACY.—The Pharmaceutical Association of this school was addressed recently by Dr. George W. Hoover, chief chemist in charge of the U. S. drug inspection laboratory at Chicago. He talked on the Pure Food and Drug Law, showing its relation to druggists and its application to foreign and interstate products.

The school this year has a larger enrollment than ever before, the combined number of students in the junior and senior classes being one hundred and forty. Twenty per cent of these students are taking the Pharmaceutical Chemist course, which fits them to do analytical work similar to that being carried on in the different chemical laboratories and manufacturing houses throughout the country.

DO YOU want a "Silent Partner" that saves the time and cost of a bookkeeper and protects your accounts against damage by fire?

The "Silent Partner" is a register capable of holding 200 accounts and will do the work of a $100 machine. It need not cost you a penny. The Detroit Tobacco Company, Detroit, Michigan, will send it to you, free of charge, upon receipt of your order for 1000 of the company's best five-cent cigars.

You pay for the cigars in three easy monthly installments of $14.25 each, $42.75 in all. If you don't consider the machine equal to a $100 register you may return it within 15 days after receiving it.

Right now is the time to write for it.

Save Money on Rubber Bands!

Do you use the ordinary No. 10 or No. 11 rubber band? If so, your bands are costing you twice as much as they should. Why? Because they contain twice as much rubber and consequently weigh twice as much as the same quantity of our

"Bestuvall" Bands No. 99

These are the same length as the ordinary No. 11 band, but they are only half as thick, consequently running twice as many to the pound. They sell at the same price per pound, which means that you get twice as many bands for the same money.

They are made from the very highest grade of fine Para Rubber and have the same resisting qualities as the heavier bands. We have over one thousand letters from druggists recommending "Bestuvall" Bands No. 99.

Price: $2.00 per pound in full pounds, F. O. B. Pittsburgh, Pa.

SPECIAL OFFER

We will send you a trial order of a quarter pound of GUARANTEED "Bestuvall" Bands No. 99 on receipt of 60c in postage. Send us a trial order and you will never use any other band.

The Dykema Company,
High Grade Rubber Specialties,
Pittsburgh, Pa.

SHE: "Would you leave your home for me?"

He: "I'd leave a baseball game in the ninth inning with the score a tie."—*Philadelphia Public Ledger.*

MIDWINTER CONVENTION OF MINNESOTA PHARMACISTS.—Nearly seven hundred people, connected with the drug trade in some manner, attended the thirty-first annual meeting of the Minnesota State Pharmaceutical Association held at St. Paul during the three days beginning February 9.

The business sessions, held at the Ryan Hotel, were well attended and much good work was accomplished. E. J. Lynch, collector of internal revenue for the district, explained the provisions of both the emergency revenue tax and the Harrison anti-narcotic law. His talk, and the discussion which followed it, did much to make clear the provisions of these two measures to the pharmacists attending the sessions.

Talks both of commercial and of scientific interest were delivered by Thos. H. Potts, Frederick J. Wulling, and others.

The officers elected for the ensuing year were as follows: President, Richard T. Messing, Minneapolis; first vice-president, John Danck, Minneapolis; second vice-president, Miss Marie Piesinger, New Prague; third vice-president, Donald Robertson, Argyle; secretary, Dr. E. L. Macomb, Minneapolis; treasurer, L. J. Aberwald, St. Paul.

The next annual convention of the association will be held at Minneapolis.

Display Cases or Furniture?

WHEN not in use **ordinary** soda tables are just so much "furniture;" and a number of them make a "furniture exhibit." And druggists are **not** in the furniture business. When YESBERA Display Top Soda Tables are not in use as tables they make the best display cases in the store, for small articles. The difference in this case is one of **big round dollars**—and enough of them so that no druggist can afford to ignore this feature. And there are other advantages.

YESBERA
TOLEDO

Write for This New Book.

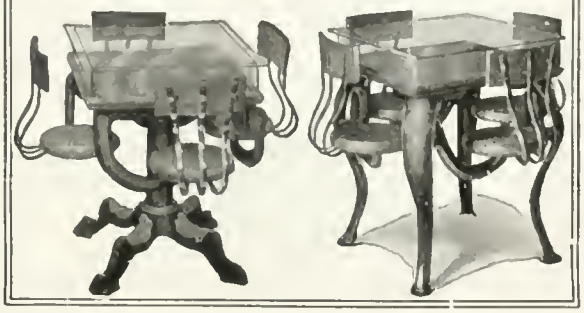
We have just published a new book "How to Make Your Soda Tables Sell as Many Sundries as an Extra Clerk." It covers many sides of the problem of equipment for the soda section. It will interest every druggist, and prove a money-maker to many. You are perfectly welcome to a copy without obligations, except to look it over. Ask for it right away. It contains several "floor plans" and many illustrations.

A Full Line of Drug Store Equipment.

We make all kinds of fixtures for Drug Stores, including Show Cases, Wall Cases, Display Tables, Display Stands, Stools, Metal Chairs, and Tables. In writing for catalogue give the street address.

THE YESBERA MFG. CO.

Office 2288 Albion St., - TOLEDO, OHIO.



FLASH

ANTISEPTIC

HOUSE AND HAND CLEANER

Should be sold by every druggist in the United States.

There is a steady demand for FLASH for removing dirt, grease, oils, paint, ink, acid and stains of all kinds from the hands of motorists, engineers, mechanics, printers, painters, surgeons, housewives, et al.

FLASH contains no acid or excess of alkali and cleans everything far better and quicker than soap. Besides being the best hand-soap, FLASH is ideal for cleaning woodwork, painted walls, bath tubs, kitchen utensils, etc.

FLASH pays the dealer a big profit and is well advertised. Attractive advertising matter is packed with every case. Stock FLASH now and be ready for the increased summer demand.

Write to us to-day for full particulars about FLASH, including trade prices and advertising matter.

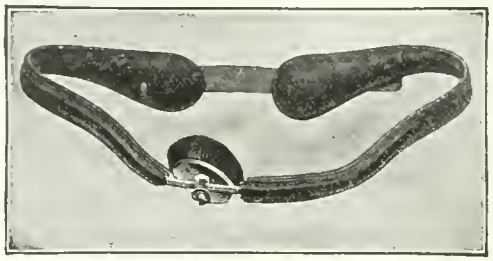
FLASH CHEMICAL CO.

Kendall Square,
Cambridge A

BOSTON, - MASS.

The "MacD" Truss

Its practical design and quality of material insure satisfaction.



The "MacD" Truss is made with the finest quality flat brass or Phosphor bronze spring, covered by the best calf leather.

Heavily cushioned, it will not chafe or irritate—the one truss which will most satisfactorily meet the demands of your trade.

Supplied in single rights and lefts, and doubles. Sizes 28 to 42 inches.

Let us show you how *you* can profitably sell trusses. Address

LEE TIRE AND RUBBER COMPANY,

FACTORY, - CONSHOHOCKEN, PA.

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles
Narrow and Wide Mouth
by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York Philadelphia Chicago

FACTORIES AND HOME OFFICE:
GLASSBORO, NEW JERSEY

"As a matter of fact," said the lawyer for the defendant, trying to be sarcastic, "you were scared half to death, and don't know whether it was a motor-car or something resembling a motor-car that hit you."

"It resembled one all right," the plaintiff made answer. "I was forcibly struck by the resemblance."—*Tit-Bits.*

Forty million dollars were spent last year by amateur photographers for cameras and supplies. More of these goods were sold by druggists than by any other class of dealers.

Any druggist in city, town or village who puts in a Seneca department can get his share of this business, because people everywhere are beginning more and more to look to the drug store as the place where their camera needs can be supplied. The $50 assortment offered by the Seneca Camera Mfg. Company of Rochester, New York, furnishes the ideal outfit for the druggist who wants to try out this side-line; it not only offers 10 popular-sized cameras, but it also contains just the supplies that are most in demand by the picture-taking public.

We were very much interested in a booklet containing 27 letters from Seneca dealers telling of their success with a Seneca department. It is called "An Advertisement Written by 27 Seneca Dealers" and is really convincing.

Mr. Townsend of the Seneca Company recently told a representative of the Bulletin of Pharmacy that it

OUR NEW

Plug Sprinkler

Is Absolutely LEAK PROOF

Neat in appearance. Simplest Construction of any sprinkler on the market.

COLLAPSIBLE TUBES

for all purposes for which tubes are used.

METAL SYRINGES, SUPPOSITORY MOULDS,

Over 200 Shapes and Sizes.

HAND PILL MACHINES.

TIN SPOUTS

For Bug Poison.

ASK FOR SAMPLES PRICES CATALOGUE

A. H. WIRZ,

CHESTER, PA.

Profitable Side-Lines

¶ Practically everything handled by druggists as a side-line may be purchased from us.

¶ This enables you to purchase the greater portion of your merchandise in one place—buying each article in such quantities as your needs demand—having all shipped together, thus saving in transportation charges on

Albums, Atomizers, Books, Blanks, Brushes, Cards and Cases, Cutlery, Cut Glass, Clocks, Combs, Dolls, Easter Goods, Electrical Goods, Fountain Pens, Games, Leather Goods, Mirrors, Musical Instruments, Papeteries, Post Cards, Razors, School Supplies, Science Papers, Toilet Articles, Toys, Work Baskets, and hundreds of other articles.

¶ We carry an immense stock and prompt service is assured. A trial order will convince you.

¶ If you visit the Panama Exposition this summer make your headquarters at our **San Francisco Display Rooms,** 718 Mission St., Room 501, where our manager will gladly furnish information regarding the city and Exposition.

¶ Catalogue on request.

A. C. McCLURG & CO.

332 E. Ohio St., - CHICAGO.

was his experience that any druggist who once put in a Seneca department would no more think of taking it out than he would his cigar case—and that the amount of profits any dealer could make was limited only by the amount of space and attention he wished to give to the department.

A druggist who takes a few pictures with a Seneca from stock will get so enthusiastic over results that his Seneca department will be the biggest surprise in his store when he figures up profits at the end of the year.

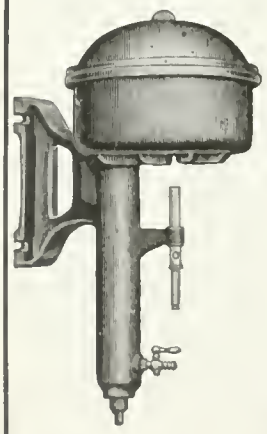
BRIGGS: Banter is a very methodical chap, isn't he?

Griggs: Wonderfully so. He told me that he laid out a course of reading for his summer vacation and actually got half way through one of the books.—*Life.*

WHETHER you are in the market for a ten-thousand-dollar soda fountain outfit or only for a one-dollar jug of ready-to-use fruit syrups, the Liquid Carbonic Company, 31st Street and Kedzie Avenue, Chicago, can supply you. The Liquid Company carries, in addition to its high-grade line of soda fountains, a most complete assortment of reliable fountain accessories and novelties in glassware, silverware, and miscellaneous goods.

Ask the company for its complete supply catalogues and for a copy of the 1915 souvenir booklet containing photographs of some of the largest and most prominent soda fountains in the country.

DISTILLED WATER



AT

2c Per Gallon

Guaranteed By

STOKES AUTOMATIC WATER STILLS

Price Only $18.

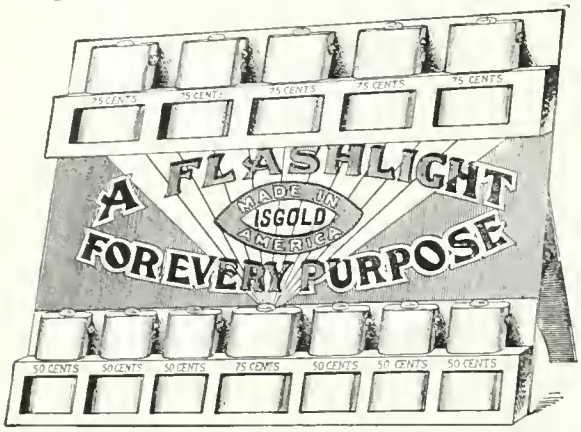
F. J. Stokes Machine Co.

PHILADELPHIA, PA.

QUICK TURNOVER

ELECTRIC POCKET FLASHLIGHTS

We help you sell our line. All our nickel flashlights are packed in the manner shown below. There is an easel attached to the card so that you can keep it on your show case. Six of each style to a carton. Write for our complete catalogue and proposition.



ISGOLD MFG. CO., 107 E. 17th St., **New York City.**

Makers of Electrical Specialties.

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

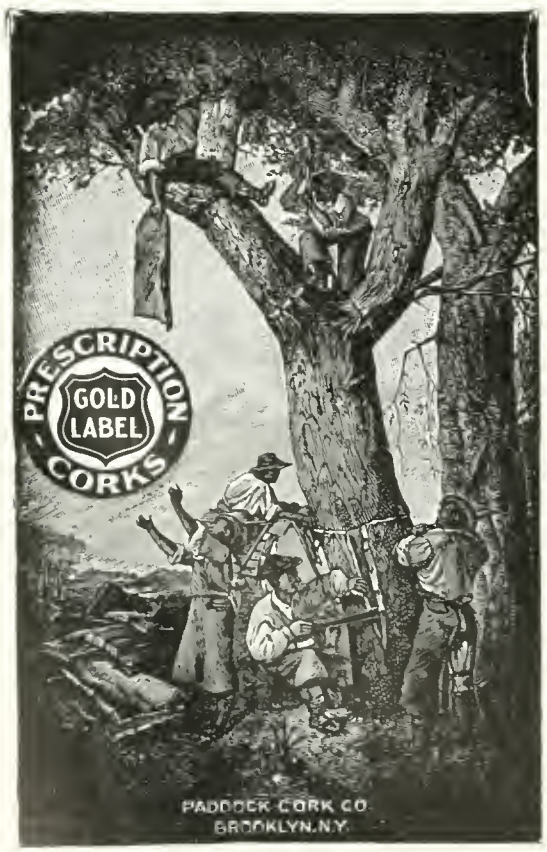
MEDICINAL, PHOTOGRAPHIC AND TECHNICAL CHEMICALS

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.



"DAD, what do they call a man who eats only vegetables?"

"A vegetarian, son."

"And one who eats people?"

"A humanitarian. Now run along and play."—*Philadelphia Public Ledger.*

ARE your soda tables real display cases or are they just so much furniture?

The Display Top soda tables manufactured by the Yesbera Mfg. Co., 2288 Albion Street, Toledo, Ohio, serve a double purpose. They allow customers to eat ice cream or to drink sodas in comfort, and they serve to bring the customers' attention to the goods displayed.

Ask the company for its new book, "How to Make Your Soda Tables Sell as Many Sundries as an Extra Clerk." It will interest you and point out the way to added profits.

NORTHWESTERN UNIVERSITY SCHOOL OF PHARMACY NOTES.—The graduating exercises of this institution will be held on Wednesday, April 14, at 2.30 o'clock in the assembly hall of Northwestern University Building, 31 West Lake Street, Chicago. The address to the graduating class will be made by Prof. A. E. Swanson of the school of commerce of the University on "The Business Aspects of Professional Pharmacy." The annual banquet of the alumni association will be held Monday evening, April 12.

GONOSAN

The recognized remedy for the treatment of *Gonorrhea.*

SALIPYRIN

"The foe of Colds"

and all other

"RIEDEL" Specialties

are supplied at normal prices.
Have you stocked them?

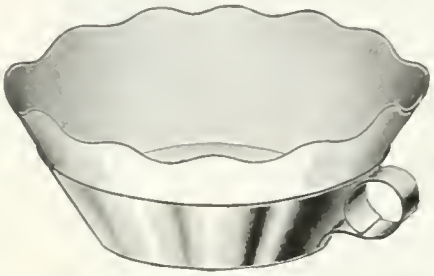
RIEDEL & CO.

35 West 32nd Street,

NEW YORK.

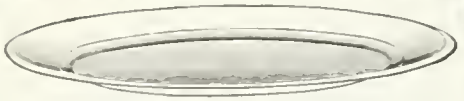
PAPER SODA CUPS
PAPER SUNDAE DISHES

With Brackets and Holders



Equip your Soda Fountain with our cleanly, sanitary paper Soda Cups and paper Sundae Dishes. Their use appeals to the best class of trade and advertises you as a leader in sanitary methods. Soda Cups are dispensed from handsome nickel and glass brackets and are served in nickel or silvered holders. Sundae Dishes are served in aluminum, nickel or silvered holders.

HIGH-GRADE SMOOTH PAPER PLATES.



Our 6-inch high-grade smooth Paper Plates are especially desirable for ice-cream orders.

WRITE FOR SAMPLES AND PRICES.

American Water Supply Co. of N.E.

251 Causeway Street Dept. P. Boston, Mass.

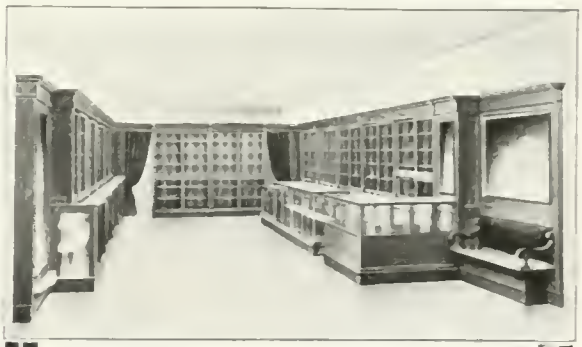
AN ELABORATE SODA FOUNTAIN.—One of the highest grade and most artistic soda fountains ever built by the Walrus Company is to be installed shortly in the store of Stuart Broadwell, a prominent druggist of Springfield, Illinois. While not a large outfit, the price paid for it, owing to the very high grade of materials entering into its construction, will exceed that usually paid for fountains two or three times its size.

Both the back-bar and counter of the outfit will be of imported Pavonazza marble, embellished with Tiffany art glass decorations. The top of the back-bar and also of the counter will be of an imported grade of white Belgian glass.

A special refrigerating compartment equipped with thirty porcelain drawers will be provided in the base of the back-bar to care for serums and other biological products. In the superstructure of the back-bar there is to be a very elaborate refrigerator display case for properly keeping and displaying high-grade boxed candies.

A CERTAIN poor woman had received some new underclothes from one who had helped the family. The woman's husband thanked the donor's husband, and a whole drama of humble ambitions might be built round his words

"Mary's mighty glad to have those clothes," he said. "She says now she'll have something to hang out on the line Mondays."—*Boston Record.*



Solves All
Fixture Problems

NO matter how large, how small or what shape your drug store is, "Victor" and "Olympic" Sectional Drug Outfits will solve the fixture problem for you quickly, satisfactorily and at a positive saving of from 10% to 20% less than a similar outfit would cost if made to order.

"Victor" and "Olympic" outfits are always in stock, in Golden Oak, for immediate shipping *through your jobber.* Material and workmanship are of the highest Benderscheid standard.

Write your favorite drug jobber for our 80-page, illustrated catalog No. 14. It contains specifications and all particulars.

BENDERSCHEID MFG. CO.

The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.

2800-2826 No. 9th St., St. Louis, Mo.

A Magnet that Draws Trade

A sure summer trade magnet is the Quincy soda fountain furniture here pictured. These fixtures are light, yet strongly made. They radiate sociability and good fellowship.

Oak or Birch Mahogany finish. Wood or glass top. Get free catalog number 22.

QUINCY SHOW CASE WORKS

QUINCY, ILLINOIS

JACKSONVILLE, FLA.: 116-118 E. Forsyth St.
OKLAHOMA CITY, OKLA.: 208 N. Robinson Ave.
PITTSBURG, PA.: 949 Penn Ave.
WICHITA, KANS.: 301 Beacon Building.

CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS
for Cans and Tooth-powder Bottles, Talcum Powder Tops.
Aluminum Collapsible Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible Tubes, Cast Metal Sprinklers, Soda Holders, Bitter Tubes, and all kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.
New York Office,
290 Broadway

THE ONLY POSITIVE

HAIR GROWER

AND

DANDRUFF REMOVER

GLOVER'S IMPERIAL MANGE REMEDY.

Advertising Matter bearing imprint, also Display Cards, furnished, all charges prepaid.

H. CLAY GLOVER, V.S.

118 West 31st St., NEW YORK CITY.

THE graduating exercises of the Creighton College of Pharmacy, Omaha, Nebraska, were held Thursday evening, February 25. Twenty-three students, of which three were women, received the degree of Graduate in Pharmacy.

"A FLASHLIGHT for every purpose," is the slogan of the Isgold Mfg. Co., 107 East 17th Street, New York City. This concern offers a line of electric pocket flashlights that is bringing quick turnovers to the druggist handling it.

All Isgold nickel flashlights are sold from attention-compelling display cards fitted with easel-backs so that the cards may be set on the counter or show-case.

Send for the company's complete catalogue of flashlights and the special proposition to druggists. They will interest you.

"DON'T you find that a baby brightens up a household wonderfully?"

"Yes," said the parent, with a sigh, "we have the gas going most of the night now."—*New York Globe.*

ALL jobbers sell all sizes of Hanford's Balsam of Myrrh. Extended use of advertising space by the manufacturers, the G. C. Hanford Mfg. Co., Syracuse, N. Y., has created a steady demand for it.

How is your stock of Hanford's?

Safe and Convenient

STONE'S STRAWS

Are Packed in

"SPILL-PROOF" BOXES

Specify the Round Box

Obtained From All Supply Houses.

The Stone Straw Company

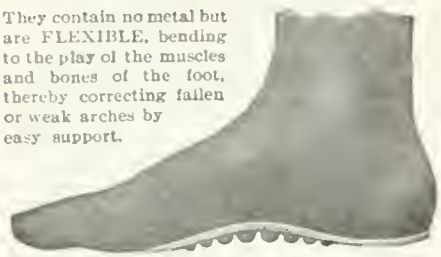
Washington, D. C.

PERFECTION

AIR CELL

ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

If you are engaged in the manufacture of tablets, you want the booklet distributed by the Arthur Colton Co., 794 Jefferson Avenue, Detroit, Mich. It fully illustrates the single punch or rotary type tablet-making machines produced by this company, and in the assortment you can find the particular machine best suited to your individual requirements.

Write to-day for the booklet or for information concerning pharmaceutical machinery or laboratory appliances of any kind.

"Now, Silas," said the speaker, "I want you to be present when I deliver this speech."

"Yassuh."

"I want you to start the laughter and applause. Every time I take a drink of water, you applaud; and every time I wipe my forehead with my handkerchief, you laugh."

"You better switch dem signals, boss. It's a heap mo' liable to make me laugh to see you standin' up dar deliberately takin' a drink o' water."—*Washington Star.*

Effective display cards and advertising matter bearing your imprint are furnished to you if you handle Glover's Imperial Mange Remedy.

Address H. Clay Glover, V. S., 118 West 31st Street, New York City, for particulars as to how he will coöperate with you in securing business for this valuable hair grower and dandruff remover.

You Would Rather Sell

an American-made barley for infant feeding that shows you a profit of

50%

than other kinds that show less profit or no profit at all.

The American barley is

Brooks' Baby Barley

pronounced by Pediatricians the best barley on the market.

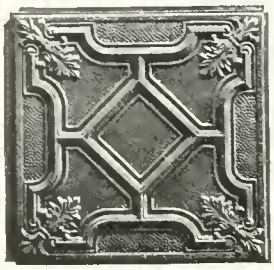
Fresher.
Does not lump.
Does not get rancid or wormy.
Packed in air-tight packages.
Up-to-date directions.
Liberally advertised to physicians.

Full 1 pound packages, 25 cents, $2.00 per doz.
Full 1 2 pound packages, 15 cents, $1.20 per doz.

Your wholesaler has it. It is worth your while to sell it to your customers. We guarantee their satisfaction.

Brooks Barley Co., Boston, Mass.

KINNEAR'S METAL CEILING



Your Store is Not Up to date Unless You Install

Kinnear's Quad-Lock Ceiling

All seams are locked and nails concealed, making an attractive, sanitary and dust-proof ceiling. Can be placed directly over old wood or plaster ceiling. Send diagram of store for estimate. Special designs furnished upon request.

THE KINNEAR & GAGER MFG. CO.

FACTORY, COLUMBUS, OHIO.

BOSTON: 125 Broad Street.

Cork Accident Insurance

COMPARATIVELY few traveling salesmen are killed on railroad trains, yet most of them carry accident insurance, because there is always a chance they may be wrecked.

Perhaps, few of the corks you now use break, possibly only one or two in a hundred—but as luck will have it, the few that do break are pretty sure to get to the most particular customers on your books. Hence

CIRCLE (A) CORKS

The Standard Prescription Corks of America

should appeal, if not to your professional pride, to your business judgment; because along with quality you get accident insurance—every cork is practically perfect. This in turn means economy—because every Circle A Cork can be used.

A neat sample package of 100 Circle A Corks in sizes from two to six will be mailed to you on receipt of 20 cents in stamps or coin.

Armstrong Cork Company

113 23rd. Street Pittsburgh, Pa.

NEW SIZE ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular $2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size $8.00 Doz. Regular Size $16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

HAROLD: "What are you picking on me for? I didn't do anything!"

Mickey: "Ye don't have t' do nuthin'. It's yer looks that gits me goat."—*Judge.*

WHY not anticipate the heavy summer demand at the fountain by getting in an adequate supply of soda and mineral tumblers? The Whitall Tatum Co., 410-416 Race Street, Philadelphia, with branches in New York, Boston, Chicago and San Francisco, can supply you.

The company offers some very attractive prices on a carefully selected line of high-grade, strong, durable glasses, of varying shapes and capacities. Ask the nearest branch.

"WHAT are you cutting out of the paper?"

"An item about a California man securing a divorce because his wife went through his pockets."

"What are you going to do with it?"

"Put it in my pocket."—*Everybody's Magazine.*

CATNIP BALLS, the amusing, health-promoting toy for cats, sold by A. C. Daniels, Inc., Boston, Mass., show a more than satisfactory profit. They cost but five cents each and sell for a dime.

ESSENTIAL OILS

THE **D & O** BRAND

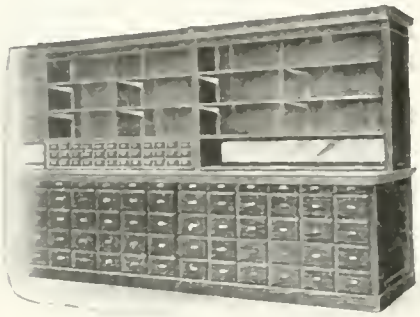
THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL POINT IN MODERN MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.
SAGINAW, MICH.

HERE are two reasons why the manufacturers of Underwood Typewriter say its "The machine you will eventually buy:"

The Underwood is the holder of the Elliott Cresson medal for superiority of mechanical construction.

It is the machine upon which all world's speed and accuracy typewriter records have been established.

HE: "I wish you'd drop the 'Mister' and call me plain George."

She: "Oh, but it would be unkind to twit you on your personal appearance that way."—*Boston Transcript.*

"TANGLEFOOT," the non-poisonous, sanitary fly destroyer, destroys billions of flies every year—vastly more than all other means combined.

Why not put "Tanglefoot" on the want-book to-day in anticipation of the fly season, which will soon be here?

"O MOTHER, see here! What kind of a bird is this?"

The mother pointed to the sign on the cage, which read, "The Stork."

"The stork!" cried the little girl, enthusiastically. "O mamma, do you know, he actually recognized me."—*Lustige Blätter.*

"Something Good"

in pure confections that the public wants.

LOVE'S FRUIT TABLETS

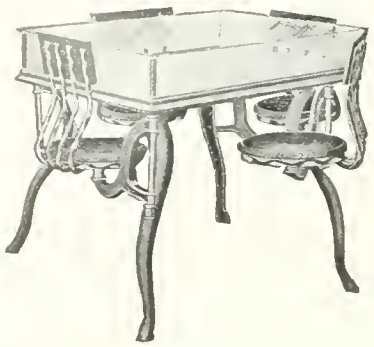
Comply with all state and national pure food laws. Retain their flavor indefinitely and resist all atmospheric conditions, if bottles are kept properly closed.

Flavors—Assorted, Wild Cherry, Chocolate, Hoarhound, Lemon, Lime, Orange, Raspberry.

Packed in 5 lb. bottles, 1 doz. bottles per case, advertising matter included.

Samples and Quotations on request.

Manufactored by F. S. LOVE MANUFACTURING CO.
Mfg. Confectioners JOHNSTOWN, PA.



No. 410

GET READY FOR THE RUSH.

With the return of warm weather your ice cream and soda water business will boom. You need more room and better facilities for waiting on your trade. Act now and profit all year.

TRADE C/A MARK Specialty (C-LINE-A) Furniture

will increase your sales, save the time of your clerks and keep the cash register bell jingling merrily. By displaying your candies and small goods attractively they boost your sales. We also make a full line of chairs and tables suitable for soda fountain use.

Our line is sold through the principal jobbers of the country. Ask their salesmen, or write us for catalogue and letters from merchants who are using the C/A Specialty Furniture.

The Celina Specialty Co.,
24 Anthony St., - - CELINA, OHIO.

THERE IS A
BETTER POSITION
WAITING FOR YOU.

What you need is the training that will qualify you for it.

To earn more you must learn more and the world will pay you what you are worth. It is training that counts.

We teach OPTICS OR OPTOMETRY, the new and promising profession.

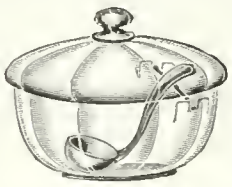
Attendance and Correspondence Courses.

Northern Illinois College of Ophthalmology.

G. W. McFatrich, M.D., President. Masonic Temple, Chicago.

Member of the American Federation of Optical Colleges.

The Bohner Patent Fruit Bowl



with a 20-year record as the LEADER—Endorsed by the trade, pure food and health authorities everywhere—Precluding all possibility of contamination from flies, bugs, dust, etc.—Insuring absolute cleanliness and sanitary conditions, must appeal to the wide-awake Dispenser as a convincing reason why it should be used on every Soda Fountain Counter.

Write your Jobber for *this year's* prices. All up-to-date Jobbers handle them. If yours does not, write us.

Bohner Manufacturing Co., 1009 So. Wabash Ave., Chicago, Ill.

Established 1899

GRANULES

THE PERFECT STABILIZER

FOR

Ice Cream, Ices, Whipped Cream

Patented June 3rd, 1913

No Bacteria, no Dust, no Soaking, no Heating.

Upon receipt of $1.00, we will send you by parcel post, 5 pounds of GRANULES during February and March. After using it, if you are not satisfied, we will refund your money. Free sample if you mention this ad.

GRANULES MFG. CO., Inc. 402 West 31st St., NEW YORK.

AT the recent annual meeting of the board of directors of the Wherrett-Mize Drug Company, Atchison, Kansas, the following officers were elected: C. J. Mount, president; S. R. Beebe, vice-president; H. B. Mize, treasurer; and S. G. Guerrier, secretary.

UNIVERSITY OF ILLINOIS SCHOOL OF PHARMACY.—The annual commencement of this school takes place at the new Central Music Hall, 64 E. Van Buren Street, Chicago, on Wednesday afternoon, April 28. Professor Joseph Price Remington, Dean of the Philadelphia College of Pharmacy, will deliver the address to the graduating class. President Edmund J. James will confer the degrees. The indications are that the graduating class of 1915 is to be the largest in the history of the school.

In the evening of the same day the Alumni Association gives a banquet in honor of the graduating class. A feature of this banquet will be the reunion of the class of 1890.

"A BURGLAR got into my house about three o'clock this morning when I was on my way home from the club," said Jones.

"Did he get anything?" answered Brown.

"I should say he did get something," replied Jones. "The poor devil is in the hospital. My wife thought it was me."—*Cincinnati Enquirer.*

NORTHWESTERN UNIVERSITY

School of Pharmacy

Offers courses of instruction leading to the degrees of Graduate in Pharmacy (Ph.G.) and Pharmaceutical Chemist (Ph.C.).

To qualify for admission a complete high-school course is required.

This School was the first to offer a systematic laboratory course in prescription filling. Ample laboratory facilities; complete equipment.

Opportunities for laboratory positions in pharmaceutical chemistry have increased materially during the last few years.

Next session opens September 28, 1915.

Write for pamphlet "Typical Illustrations in Pharmacy."

Address C. W. PATTERSON, Secretary,

2431 South Dearborn Street, CHICAGO.

"Wherever there is a case of enfeebled digestion, there is a case for Benger's Food."

BENGER'S

Reg. U.S. Pat. Off.

Food.

For Infants, Invalids, and Aged Persons,

and all whose digestive functions have become weakened by accident, pain or illness.

¶ Benger's Food is consistently advertised to the U.S. medical profession. It is sold throughout the world in sealed tins.

Druggists' sample, with literature mailed free. Showcards and advertising material on application to

BENGER'S FOOD Ltd., 92, William St., NEW YORK.

(Headquarters—MANCHESTER, ENGLAND)

Distributing Agents: E. FOUGERA & CO., 90, Beekman Street, NEW YORK.

8tU.S.

"SOME men," said Uncle Eben, "put in deir lives kickin' at nothin'. Dar's dis much to be said foh de mule. If he's interested enough to kick, he's willin' to go to de trouble of takin' aim."—*Washington Star.*

ONE of the most elaborate and artistic soda-fountain catalogues ever brought to our notice is that issued by the Bishop-Babcock-Becker Company, of Cleveland, Ohio. It measures nearly 11 by 14 inches and is printed on a superior quality of glazed paper. The cover is of gray cardboard, printed in green and gold.

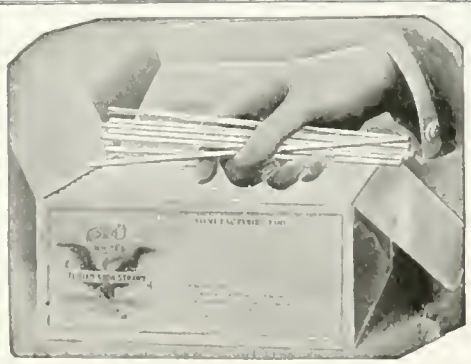
Contained in the fifty-six pages of the catalogue are illustrations, many of them in colors, of the various "Red Cross" iceless soda fountains made by the company. In addition, there is illustrated also the different luncheonette outfits, Eureka carbonators, Carrara furniture, etc., that are sold by the makers. Diagrams and descriptions of the fountains and accessories are, of course, included.

Write the company to-day, asking to be shown how one of the "Red Cross" fountains illustrated in the 1915 catalogue can be made to bring more customers to your store, thereby producing for you more profits.

"I WOULD I were a bird," she sang.

"I would you were," said her husband. "You would go South for the winter without its costing me anything."—*Life.*

"FLUTED" SODA STRAWS



"FLUTED" SODA STRAWS

Exactly resemble the natural rye straw. They have the same golden gloss and the same fluted fibre.
Untouched by hand and sterilized by heat "FLUTED" straws are the ACME OF PERFECTION in drinking tubes.

SAMPLE BOX ON REQUEST.

COE MANUFACTURING CO.

35 B. WARREN ST., NEW YORK CITY.

Send for our 900 page Illustrated Jewelry Catalogue

Is a compendium of valuable information that you should have, containing side-lines that will bring you additional profit without any extra expense.
If you are at all interested in the substantial Profits that our line of high-grade goods is building for other druggists, we will gladly send it to you FREE.
Let us explain about our lines and their Business Building worth to you.
(Please mention the BULLETIN OF PHARMACY)
THE OSKAMP-NOLTING CO., - - - CINCINNATI, OHIO.

TANGLEFOOT

The Non-Poisonous Fly Destroyer

46 Cases of poisoning of children by fly poisons were reported in the press of 15 States from July to November, 1914

OIL OF SANDAL WOOD

This oil is drawn from specially selected East Indian wood at our works at Linden, N. J. It is always uniform and unequalled for purity, strength and fragrance. It contains over 90 per cent. Santalol. The next time you order specify "BUSH."

"Ye Oldeste Essence Distillrs"
W. J. BUSH & CO.,
INCORPORATED
100 WILLIAM ST., - - NEW YORK.

Wade's Great Gold Fish Offers

Many Leading Drug Stores Now Make a Specialty of Gold Fish and Aquaria Supplies.

COMB. A	144 Pint Fish Globes.	288 Small Gold Fish.	144 Boxes 10c Fish Food.	$14.40.
COMB. B	72 Quart Fish Globes.	144 Med. Size Gold Fish.	72 Boxes 10c Fish Food.	$10.00.
COMB. C	72 Half-gal. Fish Globes.	144 Med. Size Gold Fish.	72 Boxes 10c Fish Food.	$14.40.

One Dip Net and Sufficient Plant are Given with Each Combination.
We Give 25 Extra Fish to Retail at 10c Each, if Cash is sent with Order.

Globes by Freight. F. O. B. Toledo, Ohio. Fish by Express.
J. J. WADE & CO. TOLEDO, OHIO.

DRUG STORE WRECKED BY EXPLOSION.—On February 5 the store of Henry & Carvill, Dixon, Kentucky, was almost completely wrecked by an explosion of accumulated gas generated by the hollow-tube gasoline lighting system employed in the store. Mr. Henry, who was present at the time, narrowly escaped a serious injury. The loss to the firm was about $4000, the insurance carried not protecting against damages caused by explosions. Preparations for reopening were started within a few days after the accident occurred.

WHAT ELBERT HUBBARD SAYS.—"Manufacturing is a matter of formula. But salesmanship is genius. This applies to most selling problems, but Robertson's Fruit Tablets, my druggist friends tell me, are an exception. They are their own salesmen! The beautiful varicolored—red, blue, green, brown, yellow, and orange—crystals displayed on the counter in the attractive air-tight jars in which they arrive will sell themselves. And all the while they work silently for the druggist, who receives a liberal profit. Health Nuggets, I call them, with a prenatal tendency toward the art of auto-salesmanship.

"I never believed much in candy. Most sweetmeats clog your cosmic carburetor and fill you with cerebral carbon. They bring a coated tongue and a breath that would not sell an order of goods. But Robertson's Fruit Tablets were a pleasant surprise to me. After the first handful I encored. And I am still encoring. Please pass the Fruit Tablets."

The Robertson-Bradshaw Co., 286 Greenwich Street, New York City, makes them. The company's ad. appears on another page of this issue. Look it up.

MAKING FRENCH WORDS INTO ENGLISH.—Probably *chauffeur* and *garage* have come to stay; they are not transients, but permanent boarders in that inn of strange meetings which the English language is. But *chauffeur* offensively violates the principles of our spelling—in so far as such principles exist; and *garage* still preserves its foreign pronunciation—although there are some already who have had the courage so to speak it as to rhyme it with marriage, thus anglicizing it once for all. It is pleasant to see that there are others who do not shrink from speaking and writing *risky* in place of *risqué*, and *brusk* in place of *bruske*, just as the French have transmogrified *riding-coat* and *roast beef* into *redingote* and *rosbif*.

The real danger of impurity lies not in taking over foreign terms, but in employing them without taking them over completely. Either a word is English or it is not. If it is not English, a speaker or a writer who

No. 3M Chair

ANDREWS'
WIRE CHAIRS
TABLES AND
STOOLS
"*Nothing Better*"
Used Everywhere
Get Our Catalogue No. 157.
THE A. H. ANDREWS CO.
CHICAGO, ILL.

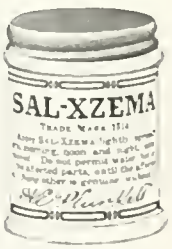
RIPANS For Indigestion, Constipation and to regulate the Stomach and Bowels. Ten millions of Ripans Tabules have been sold in a single month.
ORDER OF YOUR JOBBER
Ripans Tabules, 5c.....doz. $0.40
25c. (choc.-coat.).....doz. 2.00
60c. (family).....doz. 4.80
Gross lots 5c. size, or $6 lots assorted, 5 per cent. discount.
TRADE RIPANS TABULES MARK
THE RIPANS CHEMICAL COMPANY,
No. 10 Spruce St., New York.

HIGGINS'
Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the Finest and Best Inks and Adhesives
Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.
CHAS. M. HIGGINS & CO., Mfrs.
Branches: Chicago, London.
271 Ninth Street, Brooklyn, N. Y.

DONALD-RICHARD COMPANY
Perfumers
To The American Woman.
Complete line of natural flower odors of perfumes and high-grade, profit-making toilet preparations. Our line is offered to one good druggist in each town on a liberal guaranteed sale proposition. We furnish trade-bringing, profit-making, stimulating advertising that gets the right kind of business. If interested in increasing your business write us and our salesman will call.
DONALD-RICHARD CO., IOWA CITY, IOWA

knows his business ought to be able to get along without it. There is no imperative call for us to borrow *mise-enscène* or *première*, for instance, *artiste* or *dénouement*, *zeitgeist* or *rifacimento*; and it is perfectly possible to express in our own tongue the meanings conveyed by these terms imported in the original package.—BRANDER MATTHEWS in *Harper's Magazine*.

Special Introductory Offer:
SAL-XZEMA


With 1 dozen ¼-ounce jars, retailing at 25 cents, we will give *1/2 dozen free*. The 18 jars cost you $1.75. You get $4.50. Can you beat it?
Sal-Xzema is wonderfully effective in skin diseases—eczema, acne, tetter, salt rheum, barber's itch, chapness, etc. Its action is prompt and positive. You can confidently recommend *Sal-Xzema* to your customers.
This introductory offer is limited—take advantage of it now.
H. E. PLUNKETT CO., 313 E. Foster St., MELROSE, MASS.

MOTORISTS, mechanics, housewives, surgeons, engineers, printers—all are possible customers for "Flash," the antiseptic house and hand cleaner.

"Flash" contains no acid or excess alkali and cleans far better than soap. It pays the dealer a liberal profit and is well advertised, consequently it is easy to sell.

Write the Flash Chemical Company, Kendall Square, Cambridge A, Boston, Mass., for trade prices and particulars of the valuable advertising helps furnished to dealers.

THE caretaker of the village school had thrown up his job. Asked for an explanation, he said:

"I'm honest and above suspicion. If I find anything when sweeping the school I allus return it. Every once in a while some one who is too cowardly to face me gives me a slur.

"A few days ago I read on the blackboard, 'Find the greatest common divisor.' Well, I looked all over for it, but I wouldn't know the blamed thing if I bumped into it. Last night, in big writin' on the blackboard, it said, 'Find the least common multiple.' So I says to myself, both of them things are lost now, and I'll be accused of takin' 'em. So I'll quit."

And he did.—*Pittsburgh Star*.

FARMER (bursting into the village inn): What d'ye think, Silas? The bones of a prehistoric man has been found on Jim White's farm!

Innkeeper: Great gosh! I hope poor Jim'll be able to clear hisself at the coroner's inquest.—*Birmingham Age-Herald*.

DIGALEN **"ROCHE"**

PANTOPON **THIOCOL**
SEDOBROL **LAROSAN**

now available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works, - NEW YORK.

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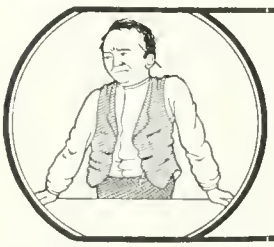


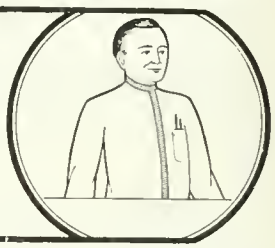
Cleanliness, neatness and carefulness mean PROFIT; dirtiness, slovenliness and carelessness mean LOSS.

"WEISSFELD" COATS on your Clerks are a small but Immensely Profitable Investment.

We offer 25 styles, 40 patterns. All materials thoroughly shrunk. Express charges prepaid to all points. Samples and instructions for measuring FREE. Absolute satisfaction in Quality, Workmanship, Fit and Style Guaranteed or Money Refunded.

M. WEISSFELD MFG. CO., 253 E. Market St., Philadelphia, Pa.

Note the Name—no connection with any other firm



POND'S EXTRACT COMPANY'S

"VANISHING CREAM"

THE BEST toilet cream on the market and the best one for the dealer to handle

Write for particulars of our Free Deals NETTING 75 PER CENT PROFIT

LAMONT, CORLISS & COMPANY, Selling Agents

Dept. S. 131 Hudson St., New York City.

MAPLE COMPORTS MAKE BIG GAINS THIS SEASON.—About a year ago a new sanitary service—the Maple Comport—for sundaes, ice creams and special desserts was introduced to the soda fountain trade by the Oval Wood Dish Company, with sales offices in New York, New Orleans and Delta, Ohio, and a big factory at Traverse City, Mich.

Many dispensers eagerly adopted the new dish, the idea of a service composed of attractive silverware and a piece of sanitary maple wood deftly fashioned into a round dish, appealing to them strongly. Sales were made so fast that the Oval Wood Dish Company suspended all sales-efforts early in the season and devoted the remainder of the year to perfecting jobbing arrangements throughout North America. This season the company is prepared to meet the rapidly growing demand and can fill immediately all orders.

The silver holders which carry the individual maple dishes are manufactured in a variety of designs. The maple dishes come in two sizes; one for small desserts and the other for the regular line of sundaes and ices. With the use of Maple Comports dish-washing is eliminated and there is no loss from breakage.

The maple dish is described by the officers of the company as "architecturally correct." It displays the sundae in a most attractive fashion and permits the patron to eat the sundae from the side, thus securing a proper blending of the ingredients.

The new dish enables the dispenser to secure a greater profit than did the old style sundae cup because not so much ice cream is required to make a satisfactory showing. Big ice cream dishers are not needed to fill Maple Comports.

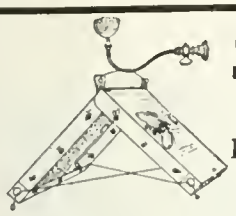
A unique feature of this service is that ice cream does not roll or slide on the dish. It stays in place. This is of great advantage when the customer commences to eat the sundae. She can cut it up as much as she pleases and it will not budge, while in glass or china dishes the sundae rolls and turns and may cause considerable damage if spilled.

Jobbers in all parts of North America are handling Maple Comports. The dishes are selling very rapidly because of their attractiveness and durability, their absolutely sanitary features, and because of the very reasonable price at which they are offered by the manufacturer and by the jobbers.

"I WANT a book for a high-school boy."

"How about Fielding?"

"I dunno. Got anything on base-running?"—*Louisville Courier-Journal.*

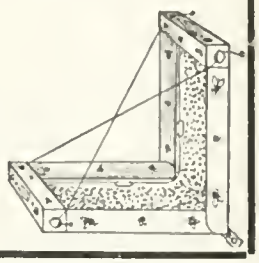


Swatting the Fly Spreads Disease

The use of all sticky fly papers is now made convenient and sanitary by the use of

BUCKLEY'S FLY PAPER GUARD AND SANITARY HOLDER

PATENTED JULY 14, 1914.

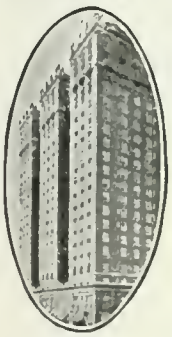


Secures the paper from blowing or falling from its place. WILL STAND OR HANG AT ANY ANGLE. Position of the fly paper can be reversed, thereby replenishing the depleted portions. An article that will attract the neat housekeeper. Indispensable for Hotels, Restaurants, Lunch Rooms, Bars, Soda Fountains, Ice Cream Parlors, etc. Flexible, Easily Adjusted, Durable.

Be the first in your town to display this sure seller. Retails for 10 cents, and pays a big profit.

Two samples and price list mailed on receipt of 10 cents.

TURNER-BUCKLEY MFG. CO., Inc., - 334 Old South Bldg., BOSTON, MASS.



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Conveniently located to the uptown shopping district; easily accessible to the theatres and clubs; The Vanderbilt is situated in the fashionable Murray Hill district, which insures the quiet so desired by patrons of New York Hotels.

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Tariff Moderate.

BUFFALO COLLEGE OF PHARMACY OPENS OCT. 7

its 30th Annual Session. Two years' study secures the degree of Graduate in Pharmacy (Ph. G.). Three years' study secures the degree of Pharmaceutical Chemist (Phar. C.) or Analytical Chemist (A. C.). All courses include a large proportion of laboratory work. Address 34 High Street for our illustrated announcement. "Do it now." FRANK E. LOCK, Phar. M., Secretary.

JUST fancy! There's a fasting man who has been living for forty-five days on water."

"That's nothing. My father lived for twenty years on water."

"Go on!"

"Yes; he was a sea captain."—*Tit-Bits.*

TAKE ADVANTAGE OF THIS FREE OFFER.—To introduce Sal-Xzema to druggists generally, the H. E. Plunkett Co., Melrose, Mass., makes this exceptional proposition: with an initial order for one dozen ½-ounce jars of Sal-Xzema (retail price, 25 cents per jar) the company will give one-half dozen jars free. The regular net price to druggists is $1.75 per dozen. The 18 jars (6 free) retail for $4.50. Here is a profit of 158 per cent on your investment.

Sal-Xzema is said to be very effective in the treatment of eczema, tetter, salt rheum, barber's itch, and other skin diseases. It allays itching, reduces inflammation, and heals quickly. Retail druggists will do well to avail themselves of the free offer outlined here.

HOME-MADE SILVER POLISH.—To make the best silver polisher and cleaner known, take a bottle of ammonia as sold in most grocery stores, and to this add two ounces of whiting, and just a few drops of oxalic acid. In this way you will procure for the expenditure of 15 cents as much of the best silver polish as can be purchased for $1 in most of the prominent drug stores.—*National Magazine.*

The blind piano-tuner responsible for the above forgot to include in his cost estimate the price of a dropper for the oxalic acid.

"I NEVER give to missions," he whispered.

"Then take something out of the plate, sir," whispered the deacon. "The money is for the heathen."—*Northern Baptist.*

YALE '35: "Whee! my brother got tapped for Bones on Tap day."

Harvard '35: "Huh! My brother got touched for five bones on Tag day."—*Harvard Lampoon.*

WANT ADVERTISEMENTS

STORES, FIXTURES AND APPARATUS FOR SALE,
HELP WANTED, SITUATIONS WANTED,
BUSINESS AND PROFESSIONAL CHANCES, ETC.

Rates.—25 words or less (one insertion), $1.00; each additional word, 3 cents; *cash with order.*
Copy should reach us before the 25th of the month to insure insertion in the next month's issue.

THE BULLETIN OF PHARMACY, Detroit, Mich.

FOR SALE.—The best paying drug store in the State, for amount of stock carried. If you want an extra good paying store for small investment, address R. M. Thompson, Percy, Illinois. 4

FOR SALE.—$2400 will buy good clean drug stock and fixtures, also 10-syrup soda fountain, in good, live, up-to-date town in southern Michigan. Address E. R. S., Box 656, Buchanan, Michigan. 4

FOR SALE.—To close an estate. Modern drug store on one of the best corners in the city of Davenport, Ia., at a bargain. An opportunity for a live man. Doing a good, profitable business. Address Frank Cope Drug Store, Davenport, Ia. 4

FOR SALE.—Good, clean, live, corner drug store, doing good business, in city of 40,000. Invoice $4000; will discount for cash. Good opportunity for young man to step into ready-made business. Address W. K., care BULLETIN OF PHARMACY. 4

SITUATION WANTED.—Am 23 years old and have six years' experience in retail drug business; also been seven months in the Ferris Institute, Big Rapids, Michigan, Pharmacy Dept. Can give the best of references. Address L. D. Kidder, care BULLETIN OF PHARMACY. 4

FOR SALE.—Rexall store in northern Colorado; population 500. Invoice $6500; sales $12,000. Rent $20.00 a month; 2-story building; no competition. Address Caillet Brothers' Pharmacy, Wellington, Colorado. 4

WANTED.—Drug store in small town in Indiana, Michigan, Wisconsin, or Minnesota. Give full particulars and terms. Address P. O. Box 233, Johnstown, Ohio. 4

WANTED.—To hear from owner who has good drug store or doctor's practice for sale. Send description and lowest price. C. C. Shepard, Minneapolis, Minn. 4

FOR SALE.—Drug stock and buildings. Will take part cash; will consider real estate for part. Good farming country. Address F. J. Lyons, Grand Junction, Mich. 3

THE UNIVERSITY OF ILLINOIS, School of Pharmacy, Michigan Blvd. and 12th Street, Chicago, Ill., would like to purchase volumes 1 to 10 of the BULLETIN OF PHARMACY to complete their files. Any subscriber having these for sale, please write them. 3

FOR SALE.—20th Century Sanitary Fountain in good operating condition. Cost $1700; will sell for $350. Did $6500 business in 1914. Photograph on application. Marshall's Pharmacy, 1342 Nicollet Ave., Minneapolis, Minn. 3

ROYAL OAK LOCATION.—Choice corner for drug store. New, modern building, best street, all cars pass door. Big opportunity. Phone Main 1243, Detroit. 3

FOR SALE.—Paying drug store in growing New Mexico town. Eastman Kodak, Nyal, and A. D. S. agencies. Inventory about $4000. Will sell at inventory. This is a snap. Address M. W. M., care BULLETIN OF PHARMACY. 3

EXPERIENCED PHARMACIST would like a position as hospital pharmacist or pharmacist for any institution or health board. Besides drug-store experience, have had four years as hospital pharmacist in the United States Public Health Service—a position involving clerical work, supervision of the attendants, and purchase of supplies. Can also assist in minor analytical work in hospital. Am a graduate of University of Kansas School of Pharmacy. Address J. L. O., care THERAPEUTIC GAZETTE. 3

FOR SALE.—Drug store in good western Pennsylvania farming country. Full prices. Rent $15. Average sales $20. Only store. Fifteen hundred to draw from. Price $2200. Address Drugs, care BULLETIN OF PHARMACY. 3

WANTED.—To hear from owner of good drug store for sale. Send cash price and particulars. D. F. Bush, Minneapolis, Minn. 1

DRUG STORES FOR SALE (snaps); also jobs—all States. Physicians, veterinarians, dentists, and nurses furnished and located. F. V. Kniest, Omaha, Nebraska. Estab. 1904. 7

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Even if you only shave occasionally You will need a GOOD QUALITY RAZOR STROP. This strop will stand up against anything you ever saw at the price anywhere. BUY IT NOW
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Good Soap is the Making of any Bath. Our Stock is very Complete and you will be satisfied with our prices as well.
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Puts the Ocean in your Bath Tub Sea Salt gives a Tonic Effect. It is a Remedy for Debility
Bath Comforts.
A Daily Bath pays you in good Health as well as in Daily Comfort. Here are your Bath Helps.
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Teach the children to take good care of their teeth and they will have good sound teeth as long as they live.

This beautiful and complete set of Silent Salesmen Fixtures, finished in Satin Brass, which is most lasting (Nickel finish if you choose), goes to you at once and becomes your property under contract. It is not loaned, not rented, but is part of this splendid service which is sold to you outright at less than **10c. per day.**

Get More Business

From Your Present Customers.

Yes, get more business from your present customers—then it will be time enough to look for more new customers. You and every other druggist know that the average sale per customer in the Drug Business is notoriously low. You talk about it. Your Associations talk about it. The Drug Journals talk about it. But nothing has been done to remedy it. What you want is more Salesmen—not necessarily drug clerks—but real wide-awake, always-on-the-job Silent Salesmen that will suggest the purchase of hundreds of the things in your store that customers really need day after day, but they are not reminded of the right thing at the right time, so a sale is delayed and probably lost.

Here We Show You Five of the Forty Monthly Seagers Silent Salesmen

that are ready to go into your store on trial and prove that you can sell your present customers more goods, that you can raise your average sales and that you can do it without hiring another clerk, or you can pack them all up and send them back.

SEAGERS SILENT SALESMEN SERVICE

is for your inside advertising work, for selling more goods at the least cost to your present customers. It is the strongest Business Building Service you can get inside your store—the very service you have long been waiting for, and the greatest advertising value and business getting help you have ever been offered. It is the real solution of the problem of how to raise the average of drug sales, how to sell your present customers more goods, and best of all to sell the very goods you want them to buy.

A NEW AND EXCLUSIVE DEMONSTRATING FEATURE.

An absolutely new feature is the demonstrating Salesmen Cards that put ginger and push into your whole store—that make this service radically different and positively superior to anything you have ever been offered for showing and selling goods.

Silent Salesmen Show Cards remind your forgetful customers of other goods of which they stand in need. When a customer comes into your store you should sell that customer everything he or she requires in your line. Very often a customer forgets things that are actually needed at the time, unless reminded by the Silent Salesmen Service Cards. Educate your customers by means of these cards to the fact that great changes have taken place in Drug Store Stocks in recent years, and by means of these same cards inform them that your stock has changed too and is up to date. Don't be satisfied with simply selling them their drug needs and then have them go elsewhere for goods that you handle.

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Terms: Payable monthly on or before the tenth day of each month. Less 3% cash discount quarterly payment in advance. 5% yearly payment in advance. All stands and cards to be shipped expressage collect. As soon as this contract is accepted by you, you are to ship me / us five show card fixtures, one with frame 14x22 inches, two with frames 7x11 inches, two with frames 5½x7 inches, Satin brass finish on solid brass, the same to become my property when the year's payment has been completed. It is further agreed that you are to supply forty silent salesmen each month while this contract continues in force

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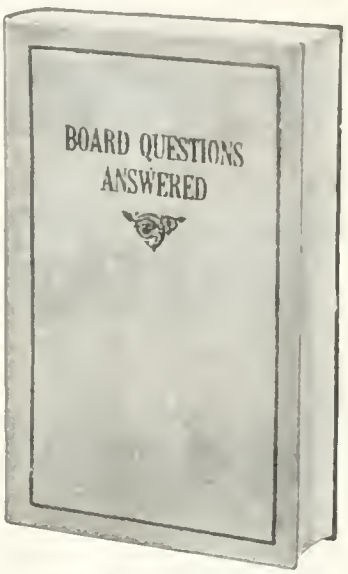

172 pages, bound substantially in cloth, $1.50.

We have been advertising this book now for several months, but we cannot help wondering if the readers of our announcements have thought we were praising the volume beyond its merits. Well, then, listen to what some of the editors of the pharmaceutical journals have been saying about the book:

The book consists of a series of examination papers set by boards of pharmacy in different States, with the correct answer appended to each question, forming a useful guide to the student who has to pass an examination, and giving him a good idea of the sort of questions he will be called upon to answer. We advise intending candidates to purchase a copy of "Board Questions Answered."—*Drug Topics.*

An examination of this little book will convince any pharmacy student that it will make a valuable addition to his library.—*The Drug Clerks' Journal.*

A carefully prepared manual, radically different from the usual cramming quiz compend. The usual short-cut answers so common in the ordinary quiz books are absent, and in their place is given, where necessity warrants, a long enough answer so that the reader may get a grasp of the subject matter itself. It provides in a way real knowledge instead of word formulas.—*N. A. R. D. Notes.*

Doubtless the editors do not exaggerate in stating that they have been led to compile these answers by a wide-spread information in available form. There is such a demand, and there will continue to be such a demand as long as pharmaceutical educators and board members follow divergent courses. These are the days of labor-saving, hence this book's value over the ordinary quiz compend as a step nearer to the very things that will be asked by the board.—*The Druggists Circular.*

It will greatly refresh the memory of the prospective candidate for examination and afford him hints as to the subjects in which he may be deficient, or as to matters which he may have neglected but may find important. A careful study of the book is bound to be of material assistance to the student, and the work may be studied with profit even by pharmacists who have long passed their examination.—*Merck's Report.*

These quotations show, don't they, that all we have said about "Board Questions Answered" has been more than justified by the facts? Every unregistered clerk who wants to get his full papers cannot afford to let the opportunity slip by to get a copy of the volume.

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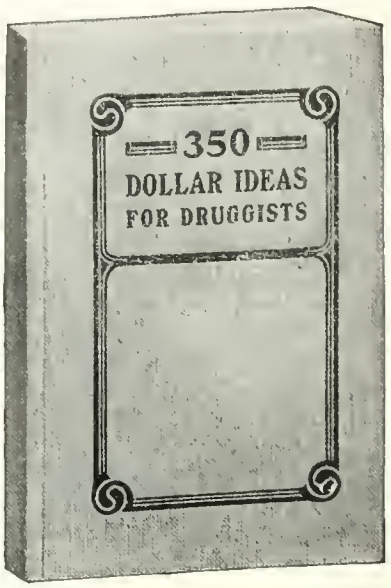

It has 350 practical, money-making, money-saving suggestions. These 350 ideas are divided into ten chapters, and the chapter headings are as follows:

I Dispensing and Compounding Ideas.
II Practical Devices for the Store.
III Money-making Formulas.
IV Advertising Schemes.
V Store and Window Displays.
VI The Soda Fountain.
VII Bookkeeping and Accounting Suggestions.
VIII The Prescription Department.
IX Souvenir Post Cards.
X Miscellaneous Ideas.

A glance at the foregoing list of contents tells better than anything else what this book contains. In the chapter on Advertising Schemes, for instance, there are 46 novel and ingenious methods of capturing more business. In the chapter on Money-making Formulas there are 31 recipes worked out by keen, shrewd druggists. And so it is with every other chapter. There is brought together in this book a veritable wealth of practical suggestions which no druggist can afford to do without.

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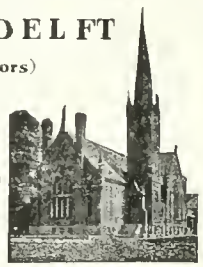

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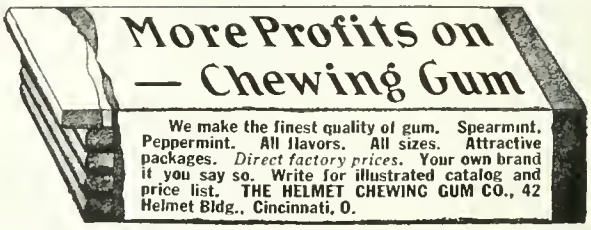

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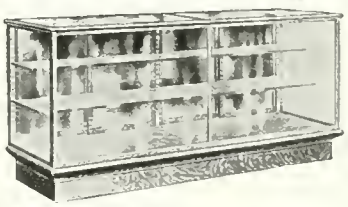

GOOD Drug Displays Made BETTER

By using No. 1406 Case, here pictured—and many other handsome and practical models designed by us specially for the drug trade.

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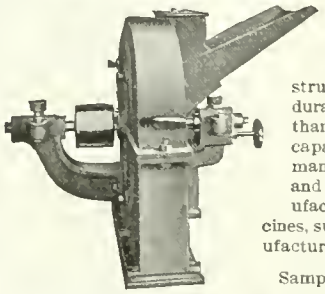

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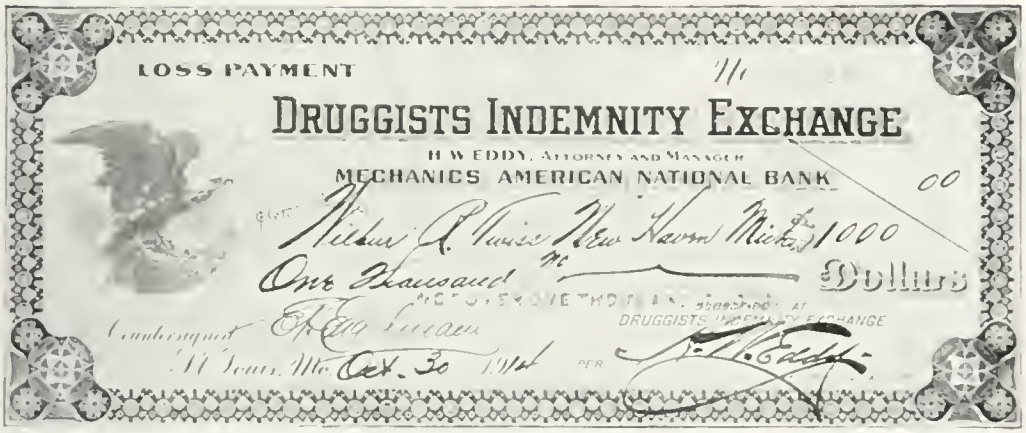

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